



Slow Food®



Slow Food®

What is **Slow Food?**

- an international eco-gastronomic, member-supported, non-profit organization
- a movement founded in 1989 to counteract fast food and fast life
- a world **network** committed to changing the way food is currently produced and consumed





The **Slow** Food **Network:**

more than 80,000 members in 129 countries that make up 800 convivia, as well as schools, hospitals, institutions and local authorities, together with

1,600 food communities, 5,000 food producers, 1,000 cooks and 400 academics from 150 countries, that represent and participate in

Terra Madre

Convivium

A local Slow Food chapter made up of people like you who care about what they eat. A convivium organizes activities such as tastings, classes, workshops, visits to producers, school gardens, meals and markets.

Food Community

All the people involved in producing and distributing food, that are closely linked to a geographic area from a historic, social and cultural point of view. Food communities make quality products in a sustainable way.



What does **Slow Food** do?

- **Defends our right to pleasure**
- **Promotes good, clean, and fair food**
- **Supports local food**

To do so Slow Food:

- connects producers and co-producers
- educates consumers
- protects biodiversity
- organizes food events
- fosters network-building and exchanges



The right **to pleasure**

Everyone has the fundamental right to share the everyday joys food has to offer and consequently the responsibility to protect the heritage of food cultures that makes this pleasure possible





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What kind of **food**
is **Slow?**

good
+ clean
+ fair

= sustainable quality food

it tastes
good

and gives us
pleasure
to eat it





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clean

the way it's produced respects the environment, animal welfare and our health





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those who produce it
should receive

fair

compensation and
recognition for their work



Local **Communities,** **Global** Results

"Our vision is not an archaic one, but rather a particularly modern one. The dignity of the local economy is the last thing that allows the realization of what is fast becoming an oxymoron: sustainable development.

Social sustainability must be sought as much with our actions at a global level as at a local level. We can do our part as an international organization as well as individual convivia and food communities."

Carlo Petrini, Slow Food Founder
Opening Speech, Terra Madre 2006

Why **Local**?

Fresh taste: seasonal products, harvested when perfectly ripe, and locally suitable varieties, rather than those selected for their ability to withstand long-distance transportation

Fewer food-miles: less transport and packaging mean less pollution

Better knowledge of and control over what we eat and how it is produced

Ensuring the survival of traditional, sustainable production methods, indigenous breeds, species and food varieties

Preservation and protection of the local landscape and regionality



Strong ties among producers, consumers, cooks, schools, organizations, hospitals, local authorities and Slow Food convivia create a strong **local community.**

Building strong and effective local communities implies:

- educating consumers to become **co-producers**
- promoting short production chains



Co-producer?

"Eating is an agricultural act."

Wendell Berry

"A co-producer is a consumer who knows and understands problems of food production: quality, economics and processing requirements, the culinary aspect. It's not just someone who consumes. It's that they want to know."

Carlo Petrini



Short production chain

Alternative distribution systems reducing the distance from field to table, bringing producers closer to co-producers

- Farmers' markets
- Community Supported Agriculture
- Buyers groups
- Direct selling



Education the Slow Way

... a way that allows children and adults to **understand food**,
how it's made and where it comes from

- sensory awareness (Taste Education and Taste Workshops)
- school gardens
- producer visits
- classes and conferences



The **University** of **Gastronomic Sciences**

- first academic institution dedicated to the study of gastronomy
- multidisciplinary curriculum
- field trips

www.unisg.it





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Projects, Activities and Events

Terra Madre Network Meetings

- Biannual, international meeting held in Turin: first edition in 2004, second edition in 2006
- Regional meetings: Sweden, Brazil, Middle East and North Africa, with more to be held soon



Why Terra Madre?

- To recognize the work of farmers, fishermen and breeders from all over the world, and provide the opportunity for them to meet and exchange experiences
- To promote small scale, artisan production of quality food
- To encourage a sustainable approach to food production, that opposes the standardization of taste, food multinational corporations' dominance, and the false promises of GMOs
- To highlight the interconnectedness of politics and economics in developed and underdeveloped countries
- To guarantee every person's and people's right to food sovereignty

Protecting **Biodiversity**





The Foundation was created in 2003 to support projects that defend our world's heritage of diverse crops, animal breeds and food traditions

www.slowfoodfoundation.com



Ark of Taste

- created in 1996
- catalogues foods at risk of disappearing



Presidia

- created in 2000
- small projects designed to offer food producers direct, on-site support

Events

Slow Food organizes events all over the world to showcase quality products, to get people to meet producers and to emphasize the importance of education. The events range from neighborhood dinners to international fairs.

Salone del Gusto, Italy

Slow Fish, Italy

Cheese, Italy

Yokohama Fair, Japan

Taste of Slow, Australia

Slow Food Nation, USA

Nordic Flavour, Latvia

Slow Food Fair of the Good Taste,

Germany

Salon du Gôt et des Saveurs d'Origines,

France



Campaigns and Communication

To raise public awareness

Slow Food:

- launches campaigns: Raw Milk Cheese; Fare's Fair (sustainable fish consumption)

- edits a wide range of publications: books, magazines, newsletters

- offers constantly updated news and information at www.slowfood.com





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Find out more

and find Slow Food **near you**

A word cloud of terms associated with Slow Food. The words are arranged in a roughly circular pattern. The largest words are 'good', 'clean', and 'fair', all in green. Other prominent words include 'convivial' in blue, 'co-producers' in pink, 'community' in red, 'quality' in red, 'pleasure' in green, 'seasonal' in purple, 'biodiverse' in red, 'local' in brown, 'eco-gastronomy' in blue, 'sustainable' in blue, 'traditional' in purple, 'artisanal' in brown, and 'small-scale' in brown.

www.slowfood.com

Join

Slow Food

Celebrate the pleasures and the diversity the world's best foods offer us

Become a member of a large and international community defending sustainable agriculture, breeding, fishing and food production

www.slowfood.com



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Photos

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