



WELCOME TO OUR WORLD
COMPANION



Slow Food®

CONTENTS

1. GOOD, CLEAN AND FAIR	4	6. EVENTS	50
History of an idea	4	Salone del Gusto and Terra Madre	52
Philosophy	6	Cheese	54
Mission	8	Slow Fish	56
		Events worldwide	59
2. NETWORK	12		
Structure	12	7. COMMUNICATION	60
Association and convivia	14	slowfood.com and social media	61
Members	16	Slow Food Almanac	61
Local communities	18	International communication	61
The Slow Food Youth Network	19	Video	61
		Slow Food Editore	61
3. TERRA MADRE	20		
Network of networks	23	8. CAMPAIGNS	62
The meetings	24	Land grabbing	63
Terra Madre Day	26	GMOs	64
A Thousand Gardens in Africa	27	Slow Fish	65
		Slow Cheese	65
4. BIODIVERSITY	28		
Foundation for Biodiversity	28	9. SLOW WORLD	66
Ark of Taste	30	Manifesto	68
Presidia	32	The Sixth International Congress: strategic objectives	70
Earth Markets	34	Frequently asked questions	72
		Who's who	74
5. FOOD & TASTE EDUCATION	36	Contact us	75
Convivium activities	39		
Taste workshop	39		
Schools and tools	40		
School gardens	42		
Worldwide	44		
University of Gastronomic Sciences	46		
Daily food	49		

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Slow Food®



FROM ENO-GASTRONOMY TO ECO-GASTRONOMY

Slow Food was founded as an “eno-gastronomic” (wine and food) association by food activist Carlo Petrini 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 on which we live.

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 without wasting them.

FROM LOCAL TO GLOBAL

Slow Food is a global grassroots organization which envisions a world in which all people can enjoy food that is good for them, good for producers and good for the planet. Today, millions of people around the world are involved in the movement. The organization has 100,000 interconnected members in 160 countries, with national branches in Germany, Italy, Japan, the Netherlands, Switzerland, the United Kingdom and the United States.

HISTORY OF AN IDEA

GOOD
CLEAN
AND FAIR

*“We can change the world,
one meal at a time!”*

FROM QUALITY OF FOOD TO QUALITY OF LIFE

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

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.

PHILOSOPHY

Eating is an agricultural act. Informed, selective consumers become co-producers by demanding food that is good, clean and fair.

Slow Food believes that gastronomy is indissolubly tied to, among other things, politics, agriculture and the environment, and is actively involved in agricultural and ecological issues around the world.

"Food equals pleasure, awareness and responsibility"



Today, the most common food production and consumption systems are harmful to the Earth; to its ecosystems and to the people that inhabit it.

Taste, biodiversity and the health and well-being of humans, animals 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 equilibriums 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 know-how of others. The effort must be a common one, made in the same, shared and interdisciplinary spirit as the science of gastronomy. Each of us is called upon to practice and disseminate a new and more precise, yet at the same time, broader concept of food quality based on three basic interconnected prerequisites. Quality food must be:

GOOD

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

CLEAN

The environment must 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.

FAIR

Social justice should be pursued through the creation of labor conditions that are 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 diversity 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.

MISSION



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

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:
a **project** to actively support small-scale, sustainable, local economies of thousands of food producers united in 2,000 food communities, as well as 1,000 cooks, 450 academics and 1,000 young people from 160 countries
an **event** a world meeting of food communities

See page 20.



EDUCATING CONSUMERS

Slow Food believes that the best way to stem the tide of junk food, fast food and globalized standardization, and to save endangered local cuisines, traditional products, vegetable species and animal breeds is through **taste education**. We believe that food is the ideal tool for experimenting with and promoting an articulated, complex and creative education that gives value to interdependence, the environment and the common good. Slow Food in Schools educates the very young and the University of Gastronomic Sciences trains the gastronomes of the future.

See page 36.



PROTECTING BIODIVERSITY

Slow Food argues that the pleasures of the table should be backed by a concerted effort 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 A Thousand Gardens in Africa to conserve our precious food heritage.

See page 28.

NETWORK



STRUCTURE

Formally, Slow Food is an international member-supported non-profit 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 linked sub-networks:

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



Photo © Paolo Andrea Montanaro



"Food is culture, identity and wealth"

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

The international Slow Food association is coordinated by an International Council and steered by an Executive Committee. All appointments are held for a four-year term of office. The Executive Committee is Slow Food's highest institutional governing body. The Slow Food governing structure is completed by

the International Council, which represents 32 geographic areas, the Slow Food Foundation for Biodiversity and the University of Gastronomic Sciences, and defines Slow Food's political and development strategies. (see page 74)

In some countries – Germany, Italy, Japan, the Netherlands, Switzerland, the United Kingdom and the United States – activities are run by national associations, which are accountable to the Executive Committee. Slow Food's headquarters are in Bra in Piedmont, Italy.

ASSOCIATION AND CONVIVIA

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 give members a chance to come together and share the passion that binds the entire Slow Food network.

"Change the planet for the better: Choose your food carefully!"

Slow Food is open to all: the diversity of its members is one of its greatest strengths. It is a grassroots organization in which members are invited to play a direct and active 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 Slow Food's wider international network.

As a member of Slow Food, you can 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.

MEMBERS

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)
- a copy of the Slow Food Almanac, an annual overview of all that's happening in the Slow Food world
- the international Slow Food and Terra Madre newsletter
- the national newsletter or magazine, where available
- discounts on local, national and international Slow Food events and on Slow Food merchandise

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



The term “*food community*” reflects a new idea of “local economy” based on food, agriculture, tradition and culture. It was 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. Within these communities, the centrality of food leads to a kind of economy that is sustainable and viable in both developed and developing contexts.

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 traditions alive, promoting conviviality and handing down knowledge. The micro-economies of the local food communities in the Slow Food network can work in a remunerative way that is compatible with their own ecosystems and cultures.

LOCAL COMMUNITIES

“A global revolution
can only grow from local roots”



THE SLOW FOOD YOUTH NETWORK

Launched at the Fifth International Slow Food Congress, held in Puebla, Mexico, in November 2007, the [Slow Food Youth Network](#) is an international network of young people who want to bring about change in the field of food production and consumption. It was founded by a number of enthusiastic and motivated young people with a passion for good, clean and fair food, and an interest in sustainability issues.

“Eat the future you want!”



*"Changing the world is possible:
bit by bit, all working together.
That's the path we have to follow"*

TERRA MADRE

Terra Madre, which means Mother Earth, is Slow Food's project to build an **international network** of food producers and representatives of local communities, chefs, 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 and local model.



NETWORK OF NETWORKS

Terra Madre is a network of networks:

FOOD COMMUNITIES

2,000 Terra Madre food communities made up of thousands of producers in 160 countries.

COOKS

Over 1,000 chefs from every continent, all aware of their role in supporting the work of the small-scale producers in the food communities.

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. 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 first-hand experience.

The **SLOW FOOD YOUTH NETWORK** ensures that knowledge of agricultural and food production is passed on to create a new generation of active “co-producers.”

WORLD MEETINGS

Every two years, all the Terra Madre networks come together at the Terra Madre world meeting of food communities in Turin, Italy. Here community representatives meet face-to-face in workshops to share their experiences and discuss common problems. The diversity of people who gather at the event represents an alternative approach to quality food that draws on knowledge from all corners of the world: herders 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 by creating opportunities to develop projects, establish relationships with like-minded groups and lobby governments for support.

During the last Terra Madre global gathering, held in Turin in October 2012, the food communities showed the world that another system of food production is possible: a system that respects the environment, is based on a small scale and provides a fair income to producers and healthy food to consumers.

REGIONAL AND NATIONAL MEETINGS

National Terra Madre meetings have been held in many countries – including Sweden, the Netherlands, Ethiopia, Norway, Azerbaijan, Canada, South Korea, Kazakhstan, Austria, Tanzania, Argentina, Kenya, Georgia and Brazil.

Regional meetings have brought together several diverse nations, such as Terra Madre Balkans and Terra Madre Young Europeans. The first themed meeting took place in June 2011 with Terra Madre Indigenous Peoples, hosted by Slow Food Sami in Scandinavia. The next Terra Madre Indigenous Peoples will be held in India in 2015.

"We can feed the world, and we can feed it better, by working with nature and valuing biodiversity and traditional knowledge"

THE MEETINGS





TERRA MADRE DAY

On 10 December 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**. Every year since then on this date, food communities and Slow Food convivia come together for collective meals, community festivals, protests, workshops for children, farm visits 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.

Join the celebration of eating locally on December 10! Find an event near you or create one, big or small, wherever you are on the planet: together we'll show that a global food revolution grows from local roots.

Write to: tmday@slowfood.com

A THOUSAND GARDENS IN AFRICA

The project **A Thousand Gardens in Africa** 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 cities – to rebuild healthy local food systems with a focus on self-sufficiency, recovering native crops and educating the young.

The thousand gardens are concrete models of sustainable agriculture, sensitive to different contexts (environmental, socio-economic and cultural) and easily replicable. The project involves the creation of school, community and family gardens.

A good garden guarantees a supply of fresh produce, promotes local products, safeguards traditional recipes and produces quality food. A clean garden respects the environment, uses soil and water sustainably, and protects biodiversity. A fair garden is a community experience, bringing together different generations and social groups, promoting the knowledge and skills of farmers, and encouraging food sovereignty and giving the community the possibility to choose what to grow and eat.

Write to: ortiafrica@terramadre.org

"Everyone needs food but, even more importantly, everyone must be able to produce it"



BIODIVERSITY

"The battle for biodiversity is not just any battle.
It is a fight for the life of the planet"

Photo © Alberto Peroli

FOUNDATION FOR BIODIVERSITY



Biodiversity is not an abstract concept: it concerns all of us. It is life itself: the life of people, nature and our planet.

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, and funds projects such as the Ark of Taste, the Presidia and Earth Markets.

More generally, 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, and supports any local community's right to decide what to produce and what to eat.

A non-profit foundation, it is financed by donations from members, the food industry, public bodies, private companies in other sectors and anyone else interested in supporting Slow Food projects aimed at food biodiversity.





Photo © Ivo Danchev

ARK OF TASTE



The **Ark of Taste** travels the world collecting small-scale quality foods that belong to the histories, cultures and traditions of the entire planet: an extraordinary heritage of fruits, vegetables, livestock breeds, cheeses, breads, sweets and cured meats.

The Ark was created to highlight the existence of these products, to draw attention to the risk of their extinction within a few generations and to invite everyone to take action to help protect them. In some cases this might be by

buying and consuming them, in others by telling their story and supporting their producers. If endangered wild species are involved, it might mean eating less or none of the food in order to preserve the species and ensure its reproduction.

INCLUSION CRITERIA

Any food can be nominated for inclusion in the Ark: a domesticated species (plant varieties, ecotypes, indigenous livestock breeds and populations), a wild species (only if tied to methods of harvesting, processing and traditional uses) or a food product.

Products must be of distinctive quality in terms of taste. "Taste quality," in this context, is defined in the context of local traditions and uses.

Products must be linked to a specific area, to the memory and identity of a group and to local traditions.

Products must be produced in limited quantities. Products must be at risk of extinction.

Since it first set sail, the Ark has gathered over 1,200 products from 60 countries on board. But we want to collect many more... Help us find and catalog them! **Nominate a product!**



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 operational extension of the Ark of Taste. Presidia projects are based in specific local geographic contexts around 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

PRESIDIA

"Slow Food protects biodiversity to stop the sacking of nature, to allow local communities to live well, according to their culture, and to leave a richer planet for tomorrow's generations"

In Italy, over 200 Presidia protect a wide range of products. These include heritage Bitto, a cheese whose rich traditions are rooted in the mountains where it is made; Civita di Cascia roveja, a small legume typical of Umbria; Torre Canne Regina tomatoes, whose stalks are woven together using homespun cotton threads; Grigio Alpina cows, ancient inhabitants of the Alps. The Presidia involve more than 1,600 small-

scale producers: fishers, butchers, shepherds, cheesemakers, bakers, pastry chefs...

With the addition of over 150 international Presidia, the Slow Food universe has expanded to embrace biodiversity in 59 countries. Examples range from the camel milk produced by Karrayu herders in Ethiopia to Rimbàs black pepper from Malaysia, from Robinson Crusoe Island fish in

Chile to raw-milk cheeses in the United States. Whether they are Sateré-Mawé beekeepers in the heart of the Amazonian forest, Breton oyster farmers, Malian katta pasta-makers or nomadic shepherds in the Bulgarian mountains, 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.



EARTH MARKETS

The **Earth Markets** are an international network of markets where small-scale producers of local food products can display and sell their wares.

At Earth Markets, producers sell products that:

- are seasonal and local
- meet the “good, clean and fair” criteria
- are priced reasonably and transparently

The Earth Markets network allows local producers and co-producers to 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. So far,

Earth Markets have been established in Austria, Bulgaria, Israel, Italy, Lebanon, Puerto Rico, Turkey and the United States.

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



"Slow Food Education is about pleasure and should be a fun and convivial opportunity to feel good and enjoy ourselves"

With the awareness that education and training for future generations can no longer be provided entirely by institutions, Slow Food believes that we must offer a more wide-reaching educational approach, working cooperatively with other active players in the field.

Slow Food education is an individual and collective responsibility that belongs to everyone and should be easily accessible to all. It should be adopted and applied not only in schools but also in the world of politics, associations, cooperatives, cultural centers, families and any other possible contexts.

It is important to recover and foster the role of the community, in order to ensure the passing on of all knowledge tied to material and social culture, including the culture of food.

Slow Food believes that food is the ideal tool for experimenting with and promoting an articulated, complex and creative education that gives value to interdependence, the environment and the common good.

Everyone has a right to education, without distinction of gender, language, ethnicity or religion. Education should be available at multiple locations and at any age, to avoid passing on to the next generation that which we can help improve today. It is only through an educated, critical and motivated population that countries can give the best of themselves.

FOOD & TASTE EDUCATION

CONVIVIUM 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 issues to a broader public. In Italy they help to organize Master of Food courses covering different subjects of gastronomic interest.

TASTE WORKSHOPS

A regular feature of all Slow Food's international and local events since 1994, Taste Workshops allow participants to taste products while they hear directly from producers and experts. Their enormous success shows how they meet the deep need people now feel to better understand and relate to food in a pleasurable way.

"Slow Food education is learning by doing: hands-on experience increases and strengthens educational outcomes"



SCHOOLS AND TOOLS

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 11,350 school teachers 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 is conducting a survey on the quality of food in school canteens in Italy and drafting a manifesto for “good, clean and fair” canteens. It is also working with the Piedmont Regional Authority’s 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, called *In What Sense?*

“Slow Food education takes a multidisciplinary approach and explores the full complexity of subjects”

The *Slow Food Education Manifesto* was launched at Salone del Gusto 2010, along with *Slow Food Education Handbook*, which closely follows the Manifesto, presenting its principles and adding a methodology and practical examples.



SCHOOL GARDENS

In 2001 Slow Food USA led the first national project to promote food gardens in schools. Members created 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. Called 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.

Slow Food 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 choosing local foods; and **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 similar projects in developing countries.

Today there are around 300 school gardens run by convivia in Italy and many more in the rest of the world.

"Slow Food education is a personal journey that involves cognitive, experiential and emotional aspects"



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

EASTERN EUROPE, CAUCASUS, CENTRAL ASIA

Drawing on its innovative approach to food and taste education, in 2008 Slow Food designed a kit to be used for sensory lessons. The kit is composed of the manual *In What Sense?*, the guide *To the Origins of Taste*, a video to explain the senses and printed material for organizing the courses. Many schools use the kit. For example, elementary and middle schools in former Soviet countries offer cooking as part of their home economics study program, and some schools have opted to integrate the sensory education course into the curriculum, or to add it as an extracurricular activity. To organize a course, it is important to have good collaboration between the teachers, the school administration, parents, cafeteria chefs and producers from the Terra Madre network. Schools with complementary resources – such as a food garden or classrooms equipped for teaching cooking – will be able to integrate the course more easily, although any school can use it successfully. The course usually includes lessons in food growing, towards which the children tend to have a positive and enthusiastic attitude. The possibility of cooking the fruits and vegetables cultivated with their own hands makes the gardening work more appealing.

USA

In just over a decade, Slow Food Denver has grown its Seed to Table project to involve 50 school gardens, as well as a canteen program and student-run farmers' markets. Thanks to dedicated members and strong community support, the project is creating opportunities for young people to develop a meaningful relationship with food through hands-on experience in school gardens and related educational activities, community interaction and the pleasures of the table. The Denver School Garden Coalition was formed together with Denver Urban Gardens, Learning Landscapes and Denver Public Schools to support the program. One of the schools to join Seed to Table is Lowry Elementary School, a new school on land that was previously an air base: an exposed site with little vegetation. Lowry belongs to a newly, developed community with a high level of socio-economic variation. The neighborhood includes two transitional housing complexes and around 40% of the student body qualifies for federal free or reduced-priced lunches. Seven years later, with much support from local parents and teachers, the school has a not one, but several food gardens. The "Serenity" garden is made up of themed teaching areas, such as sensory experiences and bird- and butterfly-attracting plants; the "Victory" garden is a large vegetable garden; and the latest addition is an orchard with various fruit trees. Students propagate seedlings, make compost, host plant sales and harvest produce. The gardens are also an important way to improve the children's eating habits and health.

VENEZUELA

Parents looking for ideas for snacks to send their children to school with are inundated by advertising, marketing and brightly colored packaging claiming that the products contain all the ingredients necessary for growth and development. But in many cases, an analysis of the nutritional values reveals that these foods actually contain poor-quality proteins and are packed with fat, sugar and salt. However, when a child does not have good food habits, snacks can become an opportunity to introduce healthy and

appealing foods into their diet, and to value the local cuisine and farming. Realizing this, the Slow Food Miranda Convivium has started the project *Mejorando la Merienda Escolar* ("improving the school snack"), with the support of the NGO Edepa, which aims to inform children about the importance of good, clean and fair foods, and their value, from production to consumption. The lessons learned will then be passed on to the child's family circle, widening their positive impact.

The **University of Gastronomic Sciences** (UNISG) came into being in 2004, promoted by the international Slow Food 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 degree courses are taught at the Pollenzo campus, close to Bra, in Piedmont. The three-year undergraduate degree in Gastronomic Sciences offers an original educational model, with innovative content and learning methods. The two-year graduate degree in the Promotion and Management of the Gastronomic and Tourist Heritage is designed to train

entrepreneurs in the food sector and focuses particularly on economics and business. Four Master programs in "Food Culture and Communications" will be offered in 2014. Each is a separate and complete Master program with a specific thematic stream. In 2013 the first High Apprenticeship courses were launched, aimed at training food sector professionals.



UNIVERSITY OF GASTRONOMIC SCIENCES

"Be part of the future of food: Become a new gastronome!"

The school's innovative multidisciplinary model combines humanities and sciences with sensory training and first-hand experience of artisanal and industrial food production processes, with study trips around the world. 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 discover a wide range of professional opportunities. Marketing and publicity for food companies, tourism and cultural-organization management, food production and distribution, writing and consulting, consumer and professional education – all ways in which UNISG gastronomes are making a difference.

To date, about 1300 students from 67 different countries have attended the University of Gastronomic Sciences.

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



"Slow Food education helps us develop
an awareness of our own role and actions"

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.

a booklet of useful tips for everyday food shopping was produced.

Other booklets have been issued in Italy on the topics of food waste, climate change, meat consumption, marine resources and aquaculture.

DAILY FOOD

For the Rio+20 United Nations Conference on Sustainable Development in Brazil, the bilingual Portuguese-English edition of *Rio de Janeiro – 100 Dicas/100 Slow Food Tips*, was produced with the help of members, offering recommendations of cafés, restaurants, bars and markets that respect the good, clean and fair philosophy. The guide, which was distributed free during the conference, also includes information about some important social projects.

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

These small publications all illustrate how our choices impact the environment that surrounds us and the life of rural communities.

Many projects developed by Slow Food include an important consumer education element. As part of [4Cities4Dev](#), for example,

EVENTS

Slow Food coined the term “co-producer” to highlight the power of the consumer. We must 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. Seeing the need to increase the awareness of consumers and to establish fruitful relationships with the food production world, Slow Food and its convivia have long organized **events** to celebrate and promote producers who grow delicious foods in eco-friendly ways, thus consolidating the relationship between the producers themselves and their co-producer customers.

SALONE DEL GUSTO AND TERRA MADRE



THE 2012 EVENT IN NUMBERS

- 220,000 visitors
- Around 1,000 producers from 100 different countries
- Over 350 Presidia from 50 countries
- 16,000 participants in 56 conferences
- 8,000 students and 3,000 children taking part in educational activities
- A 400-square-meter garden exemplifying the biodiversity of African food gardens
- 650 delegates from 95 countries taking part in the VI International Congress

Since 1996, the Salone del Gusto has been held every two years at the Lingotto Exhibition Center in Turin. It is jointly organized by Piedmont Regional Authority and the City of Turin. It was held for the ninth time from October 25 to 29, 2012.

In the past, *Salone del Gusto and Terra Madre* events were held simultaneously but separately. In 2008, they 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 and the reduction of the environmental impact not only of the content of the exhibition (food) but also of the container (the exhibition complex).

In 2012, for the first time, *Salone del Gusto and Terra Madre* joined together to become one single event, entirely open to the public. With this new format, the aim was for it to become the most important international event dedicated to food, capable of uniting the pleasure of taste with responsibility and respect for food producers and the environment. "Salone del Gusto and Terra Madre 2012 represents a defining moment for the thousands of people that come together in Turin to discuss the future of food," said Slow Food president Carlo Petrini. "Our daily choices and the food that we put on our plates determine the future of the environment, economy and society, and it is more crucial than ever that we raise a collective voice this October and become an active part in solving the problems that are affecting the Earth and the global community."



CHEESE



Cheese, dedicated to “milk in all its shapes and forms” (hence not only cheese itself, but also butter, milk, yogurt and so on) is one of Slow Food’s grandest events. Held every two years in September in Bra, Italy – traditionally an important hub for the aging and selling of cheese – it made its debut in 1997. It has since become so popular that over 100,000 visitors – about three times the entire population of the town – pass through Bra during the course of the 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.

cheese.slowfood.it/en

Slow
fish

SLOW FISH



Slow Fish, the international event dedicated to sustainable fishing and good, clean and fair seafood, was first held in the Italian port city of Genoa in 2004. It brings together food communities dedicated to fishing to discuss the crisis in our oceans and waterways, and explore ways of responsibly enjoying seafood. Visitors can attend conferences and Taste Workshops, taste and buy products at the seafood market and take part in a host of activities related to fish and fishing issues.

slowfish.slowfood.it/en



EVENTS WORLDWIDE

OFTEN WITH THE SUPPORT OF NATIONAL OFFICES, SLOW FOOD CONVIVIA ORGANIZE HUNDREDS OF NATIONAL AND REGIONAL EVENTS. SOME EXAMPLES IN 2013...

Markt des Guten Geschmacks Die Slow Food Messe

April 11-14, 2013, Stuttgart, Germany

Slow Food Germany's event of good, clean and fair food is held over four days each April, bringing together artisanal producers and retailers in an impressive marketplace, and includes workshops, talks, excursions and dinners.

[www.messe-stuttgart.de/
marktdesgutengeschmacks](http://www.messe-stuttgart.de/marktdesgutengeschmacks)

AsiO Gusto

October 1-6, 2013, Namyangju City, Republic of Korea

The first AsiO Gusto, an event dedicated to good, clean and fair food production across Asia and Oceania. Organized by the Slow Food Cultural Centre of South Korea and the City of Namyangju, together with Slow Food.

www.asiogusto.org

Slow Food Istanbul

October 17-20, 2013, Istanbul, Turkey

Slow Food Fikir Sahibi Damaklar hosts this festival as part of its campaign to protect the lüfer fish, and more broadly to promote sustainable fishing in the Bosphorus and the Sea of Marmara. Communities and other guests from across the Mediterranean and Black Sea participate.

www.fikirsahibidamaklar.org

Slow Food Balkans at Interfood & Drink Fair 2013

November 6-9, 2013, Sofia, Bulgaria

Slow Food Bulgaria curates a section of this large fair, inviting Slow Food producers from other Balkan countries to participate and organize a series of events and conferences in collaboration with the Balkan Observatory.

www.facebook.com/SlowFoodBulgaria

Slow Food Market

November 8-10, 2013, Zurich, Switzerland

A good, clean and fair market involving more than 150 small-scale producers from across Switzerland, including Slow Food Presidia, with Taste Workshops, activities for children and an Enoteca space.

www.slowfoodmarket.ch

Slow Fisch

November 8-10, 2013, Bremen, Germany

This event organized by Slow Food Germany promotes sustainable fishing and seafood traditions. In addition to presenting good, clean and fair fish from Northern Europe, the marketplace includes producers of accompanying condiments and foods, as well as breweries and wineries.

www.slowfisch-bremen.de



COMMUNICATION



Slow Food communicates its philosophy through the website www.slowfood.com. It also uses a number of other electronic and printed publications, including the *Slow Food Almanac*, as well as social media networks such as **Facebook** and **Twitter**. Slow Food has also started making films: **join our youtube channel**.

SLOWFOOD.COM AND SOCIAL MEDIA

Since 2001, www.slowfood.com has been the “virtual” voice of the international Slow Food movement. The site charts the movement’s activities as they evolve. The Slow Food Foundation for Biodiversity (www.slowfoodfoundation.org) and Terra Madre (www.terramadre.org) each have their own website. Website articles are republished every day on Facebook and Twitter.

SLOW FOOD ALMANAC

As of 2008, Slow Food also publishes an *Almanac*; a colorful and cogent annual overview of Slow Food events, ideas and initiatives, with contributions 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 for countries in which Slow Food boasts a close-knit network of *convivia*. National magazines are currently produced for members in Italy, Germany, Switzerland and the Netherlands, while regular electronic newsletters are produced for members in the USA, the UK, France and Ireland. All members are invited to contribute with

stories about regional foods, Presidia projects, education initiatives, convivium events and other “Slow” happenings and campaigns. Slow Food produces the *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. To subscribe, go to www.slowfood.com and provide your email address and language preference.

VIDEO

In recent years, Slow Food has started making films about its projects and the areas in which it works. For example, as part of the *4Cities4Dev* project, three short films were made about African Presidia and food communities. Recently a film about biodiversity was produced; translated into several languages, it explains succinctly why this subject concerns all of us. All the videos made by Slow Food are uploaded to the [Slow Food International YouTube channel](#). The Slow Food Youth Movement has also already produced a number of inspirational and highly creative videos. In 2012, director Stefano Sardo made the film *Slow Food Story* already screened in many Italian cinemas and selected for the *Kulinarische Kino* section of the Berlin International Film Festival.

SLOW FOOD EDITORE

Slow Food has been active in the publishing field since 1986, with the Slow Food Editore publishing house founded in 1990. It now has over 100 titles, including food and wine guides, tourist guides, cookbooks, essays and manuals, a number of which are also available in English.



CAMPAIGNS

Campaigns are one of Slow Food's most important means of communication. They ask members and other supporters of the movement to take a firm position on a series of global food system issues that concern all of us, and which reveal the system's paradoxes and contradictions.

LAND GRABBING

Land grabbing affects us all. It could have disastrous consequences for the future of humanity, on farmers' rights and biodiversity conservation. Here's why...

It reinforces an agricultural model based on concentrated ownership and intensive monocultures.

This model has been deemed a failure by the majority of specialists insofar as it impoverishes the soil, reduces the availability of natural resources, such as water, erodes agricultural and food biodiversity, erases traditional knowledge, pollutes the planet, puts human health at risk, creates a growing dependence on four crops (rice, corn, wheat

and soya) and subjects foodstuff prices to market fluctuations and speculation.

It fuels corruption, compromises the right of people to self-determination and food sovereignty, exploits the most vulnerable populations, increases the risk of outbreaks of social conflict and aggravates the phenomenon of the exodus from the countryside and unemployment.

It increases the area of land given over to the cultivation of cereals for the production of animal feed and biofuels, thus aggravating the tragedy of hunger and malnutrition.

www.slowfood.com/landgrabbing



GMOs

Slow Food is against the commercial planting of genetically modified (GM) crops and promotes GM-free food and animal feed.

With genetically modified organisms (GMOs), we risk transforming our food into a patented commodity; controlled by a just few multinationals, and stripping farmers and consumers of their rights. GMOs are unreliable from a scientific point of view, inefficient in economic terms and environmentally unsustainable. They also have a serious social impact, threatening traditional food cultures and the livelihoods of small-scale farmers.

Slow Food is fighting for the compulsory labeling of all products containing GM ingredients, including meat and dairy products where animals have been fed with GM feed, thus giving consumers the freedom to make an educated choice about what they eat.

In 2010, Slow Food launched a global campaign against GMOs, and in 2013 joined with Friends of the Earth Europe and Corporate Europe Observatory in the “Stop the Crop” campaign to block the introduction of new genetically modified crops at a European level.

www.slowfood.com/gmos

SLOW FISH

Fish: it's a slippery issue. Hidden underwater, our marine resources are not easy to study or understand. What state are our seas in? What fish species are on the verge of extinction? Can we influence the market? Should we stop eating fish? Is there a future for small-scale fishers?

Slow Food has been working on this issue for many years, raising awareness among seafood-lovers through Slow Fish – an international event held every two years in Genoa; and developing projects to support responsible artisanal fishing communities. Our network's members also organize many local initiatives all around the world.

The Slow Fish campaign offers pathways through this complex topic for anyone who wants to learn how to use common sense and curiosity (and appetite) to make choices that are conscious, delicious and responsible.

www.slowfood.com/slowfish



SLOW CHEESE

Every year, we are losing cheeses, animal breeds, pastures, herders, skills and ancient knowledge.

We are not just losing the best milk and cheeses. Our food culture and the freedom to choose what we eat are at also stake.

Slow Food is working on these issues, educating children and adults, resisting standardization and protecting small-scale producers and food biodiversity.

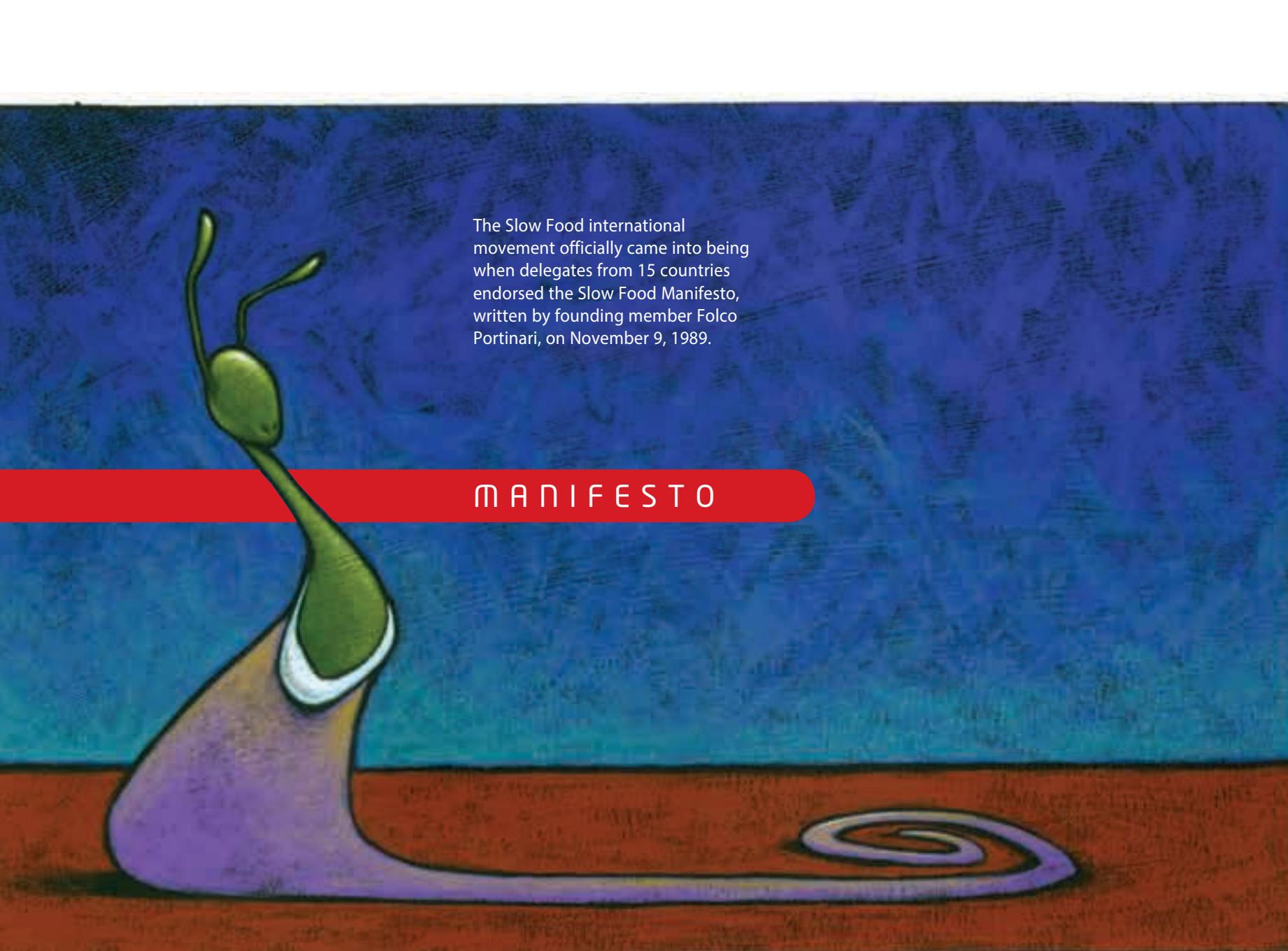
The culmination of the Slow Cheese campaign is Cheese, the biennial event celebrating the world's best raw-milk cheeses and the cheesemakers, herders and affineurs whose work allows us to enjoy them.

www.slowfood.com/slowcheese

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 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.





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.

MANIFESTO

Our century, which began and 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. It disrupts which disrupts our habits, pervades the privacy of our homes and forces us to eat Fast Food.

To be worthy of the name, *homo sapiens* should rid themselves 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.

THE SIXTH INTERNATIONAL CONGRESS: STRATEGIC OBJECTIVES

Slow Food's Sixth International Congress was held in Turin in 2012, at the same time as Salone del Gusto and Terra Madre.

Unprecedentedly, the Congress united the entire diversity the movement represents in one place. This diversity has grown exponentially in recent years thanks to the Terra Madre network, its food communities and the many projects launched by Slow Food and the Slow Food Foundation for Biodiversity. Today the network is deeply rooted in Latin America, has laid new foundations in Asia and has a strong and respected presence in Africa. During the Congress, there was a strong feeling of belonging to a truly global group, in which the value of difference was as important, if not more so, as a uniformity of intent and shared values.

The Congress set the strategic objectives for the next four years, to seal the movement's growth and pursue with even greater energy what has been defined as "Slow Food 2.0." The objectives can be summed up as the "three 10,000s": **10,000 projects in Africa**, **10,000 products in the Ark of Taste** and **10,000 nodes in the network** (food communities or Slow Food convivia).

In 2011 and 2012, Slow Food created 1,000 food gardens in Africa, which proved the best way to involve communities, ensure a mutually-beneficial exchange of knowledge and guarantee food security in struggling communities. In the coming years, we want to establish 10,000 projects in the continent, networking the gardens, involving chefs and Presidia and starting farmers' markets.

The Ark of Taste project, the base of all our biodiversity-protection policies, will be forcefully relaunched. With our more extensive presence around the world, we want to catalog as many local products, varieties and breeds in need of protection as possible, with the aim of reaching 10,000 products.

Finally, the third objective – to fortify and expand our international network – will happen on its own, as our projects involve more and more communities and people, until we reach the goal of 10,000 active local groups under the Slow Food flag.

They are ambitious objectives, but dreaming big is in our DNA.



Photo © Paolo Andrea Montanaro

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 eats its way calmly through life. Snails also happen to be a culinary speciality in the area around the northern Italian town of Bra, where the Slow Food movement was born.

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 extensively, is similar to conventional monoculture cropping, hence 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."

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 GM crop cultivation is its tendency to take the choice of what crops to grow out of farmers' hands. When pollen from GM 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 given the right to know if their food contains them. Without proper food labeling, it is practically impossible to know who is consuming GMOs or which ones, how many or for how long. All this data is necessary to enable their dangers to be evaluated.

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, as well as revenues from merchandise and book sales. 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 and identifies sponsors who comply with the Slow Food philosophy. In accordance with the statute, Slow Food Editore and Slow Food Promozione reinvest all their profits 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 a shared philosophy. Donors and sponsors cannot conduct activities that conflict with the movement's philosophy, and Slow Food maintains 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 the international Slow Food organization.

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.

EXECUTIVE COMMITTEE

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Vice-President
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International Secretary
Paolo Di Croce

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Ursula Hudson
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Amorelle Dempster

**Slow Food Foundation
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Serena Milano

**University
of Gastronomic
Sciences**
Piercarlo Grimaldi

All the members of the Executive Committee are also members of the International Council. The members of the International Council were elected in 2012 during the Sixth Slow Food International Congress and will remain in office until the Seventh Congress in 2016.

SLOW FOOD

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THE RIVER COTTAGE FAMILY COOKBOOK Hugh Fearnley-Whittingstall & Fizz Carr

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