



June 2009

Editorial

Terra Madre Day

On July 13 and 14 2008, forty Slow Food International Councilors from twenty different countries met at the Alberese Farm in the Maremma National Park, Tuscany to discuss the association's future strategies. They focused particularly on the relationship between Slow Food and Terra Madre and the greater involvement of young people.

Terra Madre has enabled us to progress beyond culinary and sensory issues and see the political, environmental and cultural dimensions of food, and important role in social interaction, communities and providing a meaning to life - to some extent as a response to the concerns and anxieties of our everyday lives.

The International Board has therefore decided to organize a worldwide Terra Madre Day. The first edition will be on December 10 2009, Slow Food International's twentieth anniversary, and it will be an effective way to celebrate Slow Food's connection to the earth. How you celebrate is not important: you can organize something at home, promote events in schools, in cities or rural areas.

The most important thing will be to focus on "eating local" and to emphasize some key points:

- Food is a right for all
- All people have the right to decide what they grown and eat (food sovereignty)
- Small-scale agriculture in local communities is the way of the future
- Agricultural, food and cultural biodiversity must be preserved
- Agriculture and the environment must be seen as being strongly interdependent (agriculture cannot be considered simply as an economic sector, a producer of raw materials subject to the laws of supply and demand)
- Trade must be fair, supportive and sustainable i.e. local

In a speech given during the opening ceremony of Terra Madre 2008, Sam Levin, a young US high school student, said: "We will be the generation that reunites people with the earth". This globally significant idea was put forward by a young man of just

15 years. He did not get involved in these issues through sociological study but by doing something very basic: he made a school garden with his friends.

These are our present challenges! This is what Terra Madre Day will bring to our tables and lives!

Carlo Petrini

President of Slow Food International

Slow Food

Key words

Good, Clean, Fair

Slow Food's approach to agriculture, food production and gastronomy is based on the concept of food quality. For Slow Food, food quality can be defined through three basic and interconnected principles, described by the words *good, clean and fair*: *Good* food is tasty and flavorsome, stimulating and satisfying the senses; *Clean* food is produced in a way that respects ecosystems, animals, biodiversity and the landscape; its consumption is not harmful to human health.

Fair food production is respectful of social justices, meaning fair pay and conditions for all involved; prices must be affordable for consumers and enable producers to enjoy acceptable living conditions, while respecting their culture and local area.

From table to land...

Terra Madre Tanzania

The first national gathering of the network

Tanzania - More than 150 producers, cooks, academics and researchers, and others involved in organic production and fair trade, from across Tanzania as well as Kenya, Uganda, Madagascar and Somalia came together in Dar el Salaam over May 29-30 for Terra Madre Tanzania. Delegates participated in workshops and conferences, sharing their experience and discussing the best local solutions for sustainability, biodiversity protection and food sovereignty in their region. On the second day a producers' market was held at Slipway, where delegates were able to display and sell their produce: organic fruits, mushrooms, cheese, herbs and spices.

Terra Madre Tanzania revealed a country that is rich in biodiversity, which still has strong ties to its gastronomic traditions and is extremely active on sustainability with many ideas for the future. One of the key outcomes was the commitment to increase the activity of the Terra Madre network locally, by increasing opportunities to share information and work together. 56 people became members of the Slow Food association for the first time during the meeting, and several other new convivia are due to be born in the following months across the country.

This first regional gathering of Tanzania's Terra Madre network was organized by

Italian NGO CEFA, the Slow Food Foundation for Biodiversity and Fairtrade as part of the "Sustainable agriculture, biodiversity protection and fairtrade, together against poverty (ONG ED/2006/120-817)" project.

More about the event on the Terra Madre site:

<http://www.terramadre2008.org/pagine/leggi.lasso?id=3E6E345B0eded2531DVhg2FF86AA&n=en&tp=3>

The Future of Seeds

Discussion of the FAO International Treaty on Plant Genetic Resources for Food and Agriculture

Tunisia - At the third session of the Governing Body of the FAO International Treaty on Plant Genetic Resources for Food and Agriculture, convened in Tunis from June 1-5, Slow Food was invited to open the meeting of countries who have ratified the treaty (121 countries), which was also attended by representatives of civil society.

The session opened with three speeches by representatives of governments and three by selected organizations, including Slow Food, and continued with difficult negotiations. The key issue of the treaty at present is its funding strategy. The deadlock was shifted by a European stance which affected the initial position of France, Germany and Switzerland, and by small farmers' organizations and civil society, which focused attention on the role and the rights of farmers. In the end a funding objective of \$ 116 m from July 2009 to December 2014 was fixed with the agreement of all countries. It will now be necessary to check that each country keeps to the agreement. Each signatory country is required to pass a law on seeds and farmers' rights, but very few have already done so. In addition governments must fund activities to protect local biodiversity and we will have to urge them to do this in order to ensure that support for projects isn't just on paper.

More information available here: <http://www.iisd.ca/biodiv/itpgrqb3/>

Gujarat's Heritage

Recording food traditions through film, broadcasts and print in this north-western region of India

India - Young women from the region of Gujarat are about to embark on a project to document their regional food culture through film, broadcast and print, gathering information from elders - mothers, grandmothers, mothers-in-law, aunts and great aunts - and ensuring it is passed on to younger generations and new mothers. The project is exploring local food and agriculture through three key themes: **harvest festivals**, such as *Uttarayan* (Kite Festival) held to mark the wheat, rice and lentil harvests; food traditions of **other festivals**, such as *Diwali*—the five-day Festival of Lights held in October; and **reproduction cycles** to focus on the food eaten during this important aspect of a woman's life.

This joint project between Slow Food and the Self Employed Women's Association (SEWA), aims not only to preserve food biodiversity and local culture, through traditional recipes and foods, across the region, but also to enhance the importance of women in protecting the future. SEWA Video has been running a project in which they teach women to use film and video for some time, passing on skills, ideas and job

prospects for their future.

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10 Gardens for 10 Tent Cities

Slow Food takes action to help victims of the earthquake in Abruzzo

Italy – Following the earthquake which devastated the central Italian city of L’Aquila during the night of April 5-6, Slow Food Italy and its network of members have been raising funds to assist those devastated by the disaster. The Slow Food National Secretariat welcomed the proposal to invest these funds in rebuilding the city’s covered market, since the existing one had collapsed, and to create an alliance for managing the market according to the Earth Market model with the direct involvement of producers.

In addition, the “10 gardens in 10 tent cities” project has been initiated to involve older people and children living in temporary tent cities in a useful and rewarding activity. These gardens will not only provide fresh, healthy produce on-site but also highlight the importance of local agricultural biodiversity and agricultural sustainability as the region is being restored. The gardens - which have already been prepared and sown with seeds - are a symbol of revival and a way of strengthening bonds between people. Trainers from the Slow Food Convivium Gardens network and experts from the Gran Sasso and Monti della Laga National Park will assist volunteers to look after the gardens.

To make a donation to the project:

<http://www.slowfood.com/donate/pagine/eng/projects/abruzzo.lasso>

Fruit and Juice Party

A project to connect school children with local produce and a healthy diet

Uganda - In April 2009, 164 children and 17 teachers from 10 nursery and primary schools, and five secondary schools across the Mukono district in Uganda attended a ‘Fruit and Juice Party’, organized by Slow Food Mukono and the DISC project. The day was focused on introducing the children to the region’s many wild fruits through tastings and preparing fresh juices, as well as workshops about nutrition and sustainable agricultural projects. For some students, this workshop offered their first opportunity to actually taste the wild fruits that their grandparents used to collect, and generally expanded their knowledge of native fruits, on preparing juices, and their dietary value. Representatives from the National Agricultural Advisory Services, Uganda Action for Nutrition, and the local council also attended.

Project DISC—Developing Innovations in School Cultivation—was started in 2006 by Mukiibi Edward, leader of Slow Food Mukono, to support school garden projects to produce good, clean and fair food for Ugandan school children, with a greater vision of improving nutrition and changing student’s attitude towards agriculture. ‘Their participation in food production not only enhances their taste experience and diet, but can also lead to social change. By building a positive attitude towards cultivation, children can in turn help to reverse the existing food shortages,’ said Mukiibi.

Follow the project here: <http://www.projectdiscnews.blogspot.com/>
To view a gallery of images, click here:
<http://multimedia.slowfood.com/index.php?lng=2&method=gallery&action=zoom&id=4097>

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A Unique Brewery

How prison inmates become master brewers

Italy - When the prison doors close behind you, your sentence starts and your sense of time changes. However relief can sometimes be found through practical projects that are grounded in developing useful skills. To this end, the Saluzzo prison in Piedmont has setup a special artisan brewery - a small operation with a focus on high quality beers. The Pausa Cafè cooperative, an organization that has been successfully operating a coffee and cocoa roasting facility in Turin's Vallette prison for several years, has established the brewery with the essential collaboration of the prison authorities. Learning a specific skill such as that of master brewer can be very satisfying in a prison environment and can lead to more secure work prospects when released. Currently four prisoners are working in the microbrewery, with sentences of at least two years.

Pausa Cafè is also looking at the whole production chain in this project, seeking top quality raw materials with a focus on environmental sustainability. Tapioca, amaranth, quinoa, basmati rice are sourced from Slow Food Foundation projects in the Global south, providing a fair price to the producers. And of course the project's benefits extend to beer lovers, who are able to enjoy an excellent brew!

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Sustainability Course

September Program at UNISG Pollenzo Campus Inaugurates School of Higher Studies in Food Policy and Sustainability

A three-day study program to be held over September 11-13 at the University of Gastronomic Sciences Pollenzo Campus is launching the new School of Higher Studies in Food Policy and Sustainability. This course is the first in what will be an annual part of a summer program, developed in cooperation with the other universities of Piedmont and the collaboration of the Council of Universities and Research of the Region of Piedmont.

The program includes participation from sustainability policy experts such as Eric Holt-Gimenez, Tim Lang, Luca Mercalli, Loretta Napoleoni, Clara Nicholls, Raj Patel, Ezio Pelizzetti, Carlo Petrini, Vandana Shiva, Nancy Turner, and Richard Wilk, and will be divided into eight disciplinary areas: economics, law, environment, social systems, production systems, traditional knowledge, evolution and co-evolution, and policy practices. Lead by Professor of Ethnobotany Andrea Pieroni, the interdisciplinary program is focused on overcoming the limitations posed by agricultural policy, in

order to find practical answers to the complexities of food policy, and is intended for those in the both the public and private sectors.

Complete details of the September program, including application instructions:

www.unisg.it/eng/politiche_alimentari_e_sostenibilita_eng.php

For more information:

convegni@unisg.it

Local Alternatives

The Brazilian network expands its initiatives to promote short food chains

At the end of May the Piracicaba Convivium in the Brazilian state of San Paolo, organized a Slow Food week to celebrate its second anniversary. The program included a range of initiatives to promote a short food supply chain and support local products. Cooks in the Slow Food network set up at the city market and presented recipes using local organic produce. Other interesting activities included a series of lectures on a short food chain, Taste Workshops to discover local products and fruit from the Atlantic Forest, and a screening of Marie-Monique Robin's film *The World According to Monsanto*. The program closed with dances, photographic exhibitions and readings from local and French books to celebrate French Year in Brazil.

The following weekend in Antonio Prado, Rio Grande do Sul, the first seminar was held on Earth Markets, the international network of markets developed by the Slow Food Foundation for Biodiversity to bring together good clean and fair producers with consumers in their region. This meeting was attended by all the Brazilian convivium leaders as well as advisers to the Brazilian Ministry of Agricultural Development.

Voices from Terra Madre

Slow Food and Me

Madieng Seck, journalist, editor of the agricultural magazine Du Mensuel Agri and Slow Food Convivium leader in Senegal tells us his story...

Senegal - *When I discovered Slow Food seven years ago I was already very involved with press and journalism work on agriculture and rural culture in Senegal. With my farming origins I still felt closely attached to the fields. I loved to walk along the paths across the fields, meeting farmers and writing down what they told me about their work. Some of my colleagues called me "the journalist of the savanna" after I wrote an article in 1997 about farmers following a noble occupation, now neglected by many of my fellow Africans who are more intent on scurrying after ministers and heads of state, holding forth in lavishly-decorated palaces about the need for African development.*

Through my constant work with small producers I discovered a different world: a world of practical farming knowledge which was relevant and farsighted. I have always tried to promote, spread and even simplify it where necessary, so other small farmers can benefit and in turn keep alive extraordinary knowledge of production methods - such as how to get rid of particular predators, how to make the soil more

fertile, how to look after animals or cure yourself. In other words, how to live and survive in the middle of a world increasingly constrained by biotechnologies, agrifood companies and a destructive focus on excessive productivity.

My discovery of Slow Food in 2002 made me realize how important it was to build strong links among food communities in my country - producers, processors, cooks and consumers - to defend and promote our agricultural heritage and create strong locally-based economies. But behind the concept of "food community" there were other, even subtler ideas. Slow Food spoke about *convivia*, *Presidia*, and the Ark of Taste - new words which could encourage small producers, revive them with concepts such as biodiversity and mother earth. It was 2003, the year preceding the first Terra Madre event.

Terra Madre, an incredible tapestry

It was a truly unforgettable experience for me to attend an event like this. At Terra Madre in 2004, for the first time I saw thousands of farmers from around the world file past in their traditional costumes. They talked sincerely and openly about sustainable agriculture, and healthy, clean and fair food. Some, enthusiastically involved in the Slow Food Association, cheerfully exchanged food products and handshakes, while others, like a South African lady involved in the restaurant business, could scarcely hold back her tears as she described the gigantic work carried out by Carlo Petrini, President of Slow Food, in bringing together all those food communities.

Observing that wonderful scene in 2004 in Turin taught me many things. First, that Slow Food would become big, very big. As big as the large number of small farmers from around the world who had come to share their knowledge, their possessions and local influence. Even someone like Britain's Prince of Wales joined us to share local, healthy, clean and fair food in a spirit of equality.

At Terra Madre 2006, some European chefs discovered African cereals. At the concurrent Salone del Gusto event, cooks Bineta Djallo and Maye Ndour served tastings of fonio (*digitalis exilis*), a tiny and tasty African cereal.

While I felt that Terra Madre 2008, again in Turin, was more of a networking opportunity, the meeting in Tuscany at the beginning of November was certainly packed with practical and technical information. It was particularly helpful to have a large number of projects designed for small farmers and *convivia* in Africa and Latin America.

Among the many projects, I would like to mention our *Mangeons Local*, which was launched in 2008 thanks to the Senegalese convivium *Lek Mègnef Sénégal*, and created and managed by myself.

This small project aims to raise awareness and interest among Dakar schoolchildren, so they realize the importance of choosing to eat Senegalese agricultural products. Funded by the Slow Food Foundation for Biodiversity for the modest sum of € 10,000, this project is progressing successfully, well able to manage without billions from the World Bank, as Piero Sardo, President of the Foundation, rightly observed when he visited Dakar two years ago.

Scattered around various parts of Africa, in Burkina Faso, Mauritania, Mali, Ivory Coast, Kenya, Ethiopia, Chad and elsewhere, there are various other small initiatives developing in rural areas: taste education projects, school gardens, efforts to defend or promote endangered plant species, and Earth Markets. All these small projects, managed by Africans for Africans, are developing slowly but on solid foundations thanks to Slow Food.

Other small projects and local Terra Madre events will take root and grow in Africa. In Senegal, the convivium *Lek Mègnef Sénégal* is ready and keen to assure Slow Food a long life.

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Food Traditions

One Vineyard, Many Varieties

Austria –Just beyond the city of Vienna and the River Danube, in an area of steeply falling rows of vines, the old tradition of Gemishter Satz survives. At taverns with wooden tables in the midst of the vineyards offering pork, sauerkraut and dumplings with white wine, you can admire the view of the city below. This unique place is home to 700 hectares of vineyards surrounding the city, cared for by 300 wine makers, all in within the Municipality of Vienna.

The area boasts an equally unique tradition - *Gemischter Satz*, or mixed grape blend. This ancient technique is still practiced on around 50 to 70 hectares with different grapevines (up to as many as twenty) growing in the same vineyard. It is nothing like the cuvée method or normal blending: here the mixing is in the vineyard. All the grapes are white, but they play different roles: there are basic grapes (such as Pinot Blanc and Grüner Veltiner), grapes providing acidity (such as Rhein Riesling) and others for aromaticity (such as Muskateller and Traminer).

Until the 1990s the wine was considered of little value, a light wine to be drunk young. Now a group of about 20 producers has shown that Gemischter Satz wines can have great personality. Leading the way was Fritz Wieninger, who cultivates his "mixed" vineyards with the skill of an orchestral conductor. Wieninger tells us that it is important to mix late and early varieties, know when is the right moment to harvest the grapes, add the right dose of exotic aromas with freshness and acidity. It is a complex balancing act demanding the experience and sensitivity of a great wine grower.

A Presidium was created in 2007 to defend and promote this tradition: in December it will be one of the participants at the Vignerons d'Europe event in Florence.

In Print, On Screen

Terra Madre People

A glimpse into the four days of Terra Madre 2008

Produced by Stefano Scarafia and Paolo Casalis for Slow Food, the Terra Madre People video offers all of us a glimpse into the four passionate and colorful days which unfolded at Terra Madre 2008, when thousands of farmers, producers, cooks, academics, youth and musicians came together in Turin in support of sustainable agriculture and food production. Listen to an Indian academic, fisherpeople from the Netherlands, a breeder from Scotland, a cook from Brazil, a farmer from Mali, a writer from the USA and many others speak passionately about their work, the Terra Madre network and our food future.

View part one of the video here:

<http://multimedia.slowfood.com/index.php?lng=2&method=multimedia&action=zoom&id=28123>

Soil not Oil

In her latest book *Soil Not Oil - Environmental Justice in an Age of Climate Crisis*, Slow Food vice-president Dr Vandana Shiva discusses what connects humanity's most urgent crises—food insecurity, peak oil, and climate change—and why any attempt to solve one without addressing the others will get us nowhere. Condemning industrial biofuels and agriculture as recipes for ecological and economic disaster, Shiva champions the small independent farm instead. Bold and visionary, *Soil Not Oil* calls for a return to sound agricultural principles—and a world based on self-organization, community and environmental justice.

Soil Not Oil - Environmental Justice in an Age of Climate Crisis, Vandana Shiva, 2008, South End Press Cambridge, Mass. (www.southendpress.org)

Read an extract of the book here:

http://www.ecoliteracy.org/publications/print/vandana_shiva_print.htm

The World According to Monsanto

An interesting interview with Monique Robin, the French journalist who wrote the book and film *The World According to Monsanto*, is published in the Slowweek section of our website:

<http://sloweb.slowfood.com/sloweb/eng/dettaglio.lasso?cod=3E6E345B0ce4928709NxO1498347>

New Research

GM Foods Pose Serious Health Risks

The American Academy of Environmental Medicine speaks out for the first time

The American Academy of Environmental Medicine (AAEM) has published a document in which it states that "GM foods pose a serious health risk" and advises against their consumption.

Genetically modified organisms have only been used commercially for 13 years and no thorough studies have been carried out into their long-term effects on humans. Experiments on animals have shown worrying results such as allergies, immune dysregulation, fertility problems, infantile mortality, insulin problems and behavioral changes.

For these reasons the AAEM asks for a moratorium on GM food and invites physicians to advise their patients to avoid consuming genetically modified foods.

The academy also wishes to promote a campaign for clear labeling. The main GM foods cultivated are soy, corn, rapeseed, cotton and sugar cane, but many other GM

crops are beginning to appear on the market, such as papaya, tomato, potato and zucchini.

Read the AAEM document here: <http://www.aaemonline.org/gmopost.html>

Fast Food, Low Grades

First study to show a connection between consumption of junk food and student's performance

A new study on the consumption of junk food and academic performance, involving 5,500 10 and 11-year-olds, has found that a higher-than-average consumption of fast food can have a significant impact on students' academic ability. The study, led by Vanderbilt University in Tennessee, is the first to show a conclusive connection between high-fat and sugary foods and low academic results.

Overall, the study showed that higher-than-average consumption of fast food resulted in lower-than-average test scores. Those who ate above average quantities of junk food scored significantly lower than their classmates in a range of academic tests on literacy and mathematics. Of the students in research group, 2 per cent—or more than 110 pupils—said they ate it four or more times daily.

Read more about this story here:

<http://sloweb.slowfood.com/sloweb/eng/dettaglio.lasso?cod=3E6E345B0cde525A03pjXu6246B4>

Cheese!

The seventh edition of the event that brings together artisan cheesemakers and cheese lovers from around the world

The biennial event Cheese, organized by Slow Food and the City of Bra, is back for its seventh edition this year, being held over September 18-21, 2009 in Bra, in the northwestern region of Piedmont, Italy. The festival has become an international reference point for dairy artisans and cheese enthusiasts from around the world, with its presentation and exploration of the incredible diversity of cheese, through workshops, debates, tastings, educational activities and markets.

Over its 12-year history, Cheese has changed consumers' perception of the world of cheese, highlighting the diversity of artisan production and its fragility next to industrial producers. Since its first edition in 1997, Cheese has been restoring raw milk's reputation, confirming its important role in the relationship between a product and the local territory and sensory quality of cheeses.

This year, Cheese is focusing in particular on the issue of **enzymes added during cheesemaking**. As milk is today subjected to strict food-safety regulations, it is low in native bacterial flora and standardized laboratory-made artificial enzymes are used. This practice represents one of the most widespread and little-known standardizations of taste, leading to a progressive flattening of sensory qualities. Cheese promotes the production of milk or whey starter cultures directly in the dairy, preserving the local microflora and so also each cheese's original characteristics.

The Cheese 2009 program is now available online in English, Italian, German

and French.

www.cheese.slowfood.it

Campaigns

Slow Fish

Pescado sin Precio

Terra Madre cooks in northern Spain present their recipes for sustainable fish in the marketplace

Slow Food Garraf and Terra Madre cooks from Catalunya in northern Spain have held two Slow Cook Jam Sessions this year, with a focus on utilizing *pescado sin precio* (undervalued fish). With the *Boqueria di Barcelona* market providing a lively backdrop, the chefs present their own recipes for little-known, sustainable fish species - alternatives to those species which are disappearing due to overfishing such as tuna, swordfish and cod. These recipes will be published online as part of the Slow Fish Challenge, an international Slow Food campaign to address the issues of sustainable fishing. They will also appear in a book on this theme, coordinated by the cook Pep Nogué and to be published in 2010.

Don't forget to send us information on your events and recipes for the Slow Fish Challenge, to communication@slowfood.it.

To find out more about the Slow Fish Challenge, visit:

http://newsletter.slowfood.com/slow_fish/index.html

The Right Fish

The Madrid convivium joins the Slow Fish Challenge

Spain – The Carpe Diem convivium of Madrid, which boasts the second largest fish market in the world (after Tokyo), recently organized a fresh seafood dinner. Taking pride of place were the fishermen of Lira, creators of a fishing reserve on Galicia's Costa da Morte. Thursday's catch included white seabream, octopus, mussels, spider crab (an Ark of Taste product), angler fish, red mullet, red seabream, hake, grouper, sole and turbot. It got to the city the next day and was cooked on Saturday with the help of creative improvisation by cook Miguel López Castanier, after selecting the most "sustainable" and good value produce. The rich and varied menu included potatoes, seabream roe, mussels, angler fish liver and dried fish from Formentera, another Ark of Taste product. The meal finished with a traditional *caldeirada*, a dish based on potatoes stewed on board with the fish of the day, which has various names according to the area, and is eaten on almost all Spanish fishing boats.

What Slow Food and Terra Madre mean for me...

It was a privilege for me to attend the 2008 edition of Terra Madre. I felt that Terra Madre has launched a process of defending the earth, and promoting its sustainable development by humans, which closely involves the great majority of small producers. This is extremely important. My country is one of the great powers promoting "green" cultivation, cereal production, fruit growing, farming of cattle, horses sheep and other

animals.

I will do all I can to ensure these concepts become the shared heritage of all my colleagues and superiors. More producers like myself will then be committed to the ideas of Terra Madre.

Thank you!

Yin Jian (China) November 8, 2008