



# July & August

## Editorials

### *Terra Madre Day*

Slow Food is working hard to launch Terra Madre Day around the world, to be held on **December 10** this year. Convivia, food communities and all people supportive of Terra Madre and Slow Food ideals, are invited to organize an event, however small or symbolic, in their local area. If we all make the most of this opportunity with passion and goodwill we can organize one of the largest collective events celebrating food diversity ever achieved on a global scale. Our efforts could have historical significance and it is wonderful that just a simple initiative within our own communities can have such far-reaching effects. Global change is based on local roots, where our communities are the most virtuous and creative representatives. Each everyday action carried out by communities is a revolutionary act opposing the mistaken approach adopted by global agribusiness. I invite you to let loose your creativity and make December 10, 2009 a memorable day. It will be like each time we meet in Turin: it will give us a boost and renewed pride in what we are doing, but this time it will happen at home.

***Carlo Petrini***

**Slow Food International President**

### *Our children deserve real food*

Slow Food's members work to ensure that the food and agriculture in their local communities is good, clean and fair. Historically, our work is done locally, even though it happens all over the world. Sometimes working locally is not enough. Sometimes we need to get political nationally. Sometimes we need to get political globally. This means speaking with a unified voice. In the U.S., Slow Food is speaking with a united voice for the first time, and we are speaking about something that matters to all of us: how we feed our children.

In June, Slow Food USA launched the *Time for Lunch* ([http://www.slowfoodusa.org/index.php/campaign/time\\_for\\_lunch/](http://www.slowfoodusa.org/index.php/campaign/time_for_lunch/)) campaign to tell our legislators it's time to update the National School Lunch Program. Our goal is to get real food into schools, instead of over-processed junk food, and our members are

supporting this effort by signing our *Time for Lunch* petition, contacting their legislators and organizing Eat-Ins (or potlucks) for our National Day of Action on Labor Day, Sept 7, 2009.

We are excited that our members are supporting this effort in such a positive way. After only one month into the campaign, we already have more than 160 Eat-Ins organized in 43 states across the country. More than 85% of our chapters are participating.

Our *National Day of Action* will send the message that we want real food for our kids, and it will establish Slow Food USA's network as a force of change in the food movement.

**Josh Viertel**  
*President of Slow Food USA*

## Slow Food

### key words

A **convivium** is a Slow Food local chapter - a group of members that spreads the Slow Food philosophy far and wide and makes it real. According to it's inclination and imagination, each convivium organizes a number of events each year, ranging from simple dinners and tastings, where our members come together to share the everyday joys of food, to visits to local producers and farms, conferences and discussions, film festivals, Taste Education courses for children and adults, promoting CSA's and Earth Markets, and many other events and projects to get to know local foods and producers and to educate others about them. They build networks among those who believe that 'eating is an agricultural act' and 'producing a gastronomic act', and bring this message to their communities. Convivia are the backbone of Slow Food and they are made possible only through the tireless work of our members, who volunteer their time and energy. Today, we have over **100,000 members** involved in more than **1,000 convivia** in **150 countries**.

## From land to table...

### **Mangeons Local**

*Support a project to rebuild local food knowledge in Senegal*

**Senegal** - The Mangeons Local project was born in 2008 when Lék Magnef Sénégal convivium began a collaboration with local cooks from the Terra Madre network. Together they designed an education program with a focus on local agriculture and food traditions and started to deliver it in two schools. In Senegal decreased consumption of locally produced foods has led to a weakened local economy, as well as rising poverty levels, health problems and a loss of cultural knowledge and agricultural biodiversity. This is largely due to the rapid rise of imported staple foods

and the increased availability of fast food in cities such as Dakar.

The program is designed for students between 10-12 years old, and is focused on introducing the students to local breeds and varieties, culinary traditions, and the food communities in the region. Classroom lessons are followed by cooking sessions at the school or in a Dakar restaurant specialized in Senegal's food traditions.

In 2010, the goal is to increase the reach of the project by introducing it to a third school in one of Dakar's poorest suburbs. In additions, school gardens and excursions to local producers will be added to the program to give students first hand experience of food cultivation and food processing traditions. A community festival held at each school will help build awareness of the benefits of local food consumption among the families and broader public.

**Visit the Adopt A Project section of Slow Food's website to find out more about Mangeon Local and other Slow Food projects and to make a donation to support this project's continuation next year.**

[www.slowfood.com/donate](http://www.slowfood.com/donate)  
[donate@slowfood.com](mailto:donate@slowfood.com)

## **Terra Madre Argentina**

*The Argentinean network meets to define a common national strategy*

**Argentina** – The first edition of Terra Madre Argentina will be held in Buenos Aires from August 13 to 16. Organized in collaboration with the Caminos y Sabores event supported by Grupo Clarín, it will be an opportunity for around 100 delegates from the Terra Madre national network to meet: farmers, fishermen, producers of good, clean and fair products, cooks, students, academics, and of course, co-producers.

The delegates will come to Buenos Aires from all corners of the country (from Tilcara to Ushuaia, Misiones to Mendoza), and also from Uruguay. They will represent their local area and attend seminars, discuss issues of common interest and develop solutions to everyday problems of food production and consumption. Terra Madre Argentina will enable Slow Food members to create a common action plan in Argentina and set up a project to develop sustainable food production in the country.

## **Summer School in France**

*Slow Food France encourages members to think about good, clean and fair catering*

**France** – The fourth Slow Food France *Université d'été* was held on July 4 and 5 in Tours. Open to all members and supporters, it was dedicated entirely to the issue of high quality food in catering and proposed many questions for discussion:

Is it possible to achieve a sustainable canteen model offering healthy, tasty food in a convivial atmosphere? What practical measures can we take together with industry professionals to ensure that dishes inspired by local culinary traditions are offered by

catering services? It is possible to offer high quality products, i.e. healthy, local and seasonal food at an acceptable price for everyone?

The two-day event aimed to find practical answers to these questions (particularly important for those involved in the food supply chain, from product procurement to meal service).

The expert speakers included Philippe Corbeau (food sociologist from the University of Tours) and Fabio Sarmiento Da Silva (AlimenTerra network). Meals were prepared by chef André Parra and Dominique Valadier, who worked hard in the kitchen to provide tasty, balanced and good value meals, in perfect "canteen" style!

It is important that the right and the freedom to access good, clean and fair food is recognized and applies to everyone: children, adults, old people, those who are handicapped, ill or in prison.

**For further information:**

<http://www.slowfood.fr/france>

## **Journey to the Origins of Taste**

### *Slow Food International launches a Taste Education kit*

Slow Food's new sensory education kit, *To the Origins of Taste* was first born as a pilot project at Terra Madre 2008, where thousands of delegates completed the three-part activity. The course is made up of three elements: an introductory video in which participants are familiarized with basic taste concepts; a series of interactive games to be set up at six stations: taste, sight, smell, touch, hearing and multi-sensory; and a finally a pre-recorded lesson to guide participants through a combined tasting of apples and chocolate to practice their multi-sensorial capacities.

From Uganda to Toronto, the kit is being used by convivia and food communities around the world at community events, in school activities and to increase awareness among food producers themselves. In April around 200 Canadian school children stepped into a sensory world when Slow Food Toronto and Slow Food Prince Edward County presented the course at a Maple Syrup Festival. Meanwhile in Austria, the Linz convivium presented the course at the city's major festival held from May 30 to June 1, and attracted more than 200 adults and children to complete the activity. In June, Slow Food UK and the Oxon convivium ran a program at the Children's Food Festival that presented activities on five taste 'islands' followed by stories from local farmers and producers. In Uganda, Slow Food Mukono has introduced the program with school children who are involved in the convivium's 15 local school garden projects. The first trial with three to six year olds went very well as the kids explored their sensory capacities with some of the vegetables and fruits they had grown.

There is great enthusiasm to increase use of the kit in the Slow Food community this year, with new Taste Education projects in Belarus, Azerbaijan, Turkmenistan and Ukraine as well as four projects in Latin America already planning to use it. The kit has been prepared in seven languages: English, Italian and Russian are ready now, and German, French, Spanish and Portuguese will be finalized very soon. Including a DVD of the video; the activity booklet and recipes; graphics; and Slow Food handbook on sensory education, *In What Sense*; the kit can be utilized for a variety of

educational purposes and audiences.

**For more information, or to enquire about accessing the kit please contact Slow Food Education: [education@slowfood.com](mailto:education@slowfood.com)  
[http://www.slowfood.com/educazione/welcome\\_eng.lasso](http://www.slowfood.com/educazione/welcome_eng.lasso)**

**To view the To the Origins of Taste video, [click here](#).**

## **Healthy Kai, Healthy Communities**

*Cultural and environmental Sustainability Maori organics conference in [New Zealand](#)*

**New Zealand** - A three-day *hui* (gathering) was held in Ahipara, in northern New Zealand this June to bring together producers, cooks, educators and students around the topic of organic food production in Maori communities. Representatives from the Terra Madre network were involved in the organization of the event which presented a varied program: discussion of the Maori standard for farming and gardening *Hua Parakore*; celebration of the young farmers who participated in the Manawhenua Challenge; and the opportunity to enjoy pure traditional *kai* (food), and learn new recipes from long-time Slow Food members Alessandra Zecchini and Mariapia de Razza.

The common motivation of all those who traveled from around the country to participate – of all ages and backgrounds – was a ‘passion for healthy *kai* (food)’, said Terra Madre 2006 delegate Percy Tipene, also chairman of the Maori organic authority Te Waka Kai Ora. ‘Indigenous food systems are now being recognized internationally for their sustainability. Hua Parakore standard for Maori organics is our response to this growing market for culturally and environmentally responsible foods and medicines.’

Terra Madre 2008 delegate Rueben Taipari-Porter commented that the conference brought together many inspiring people, and provided an opportunity to network, share knowledge and learn new skills. ‘I hope the many cooks and caterers who attended will take with them some new found knowledge about healthy food to our people, and especially to our children.’

**For more information:**

**Rueben Taipari-Porter**  
[rporter@xtra.co.nz](mailto:rporter@xtra.co.nz)  
[www.huamaori.com](http://www.huamaori.com)

## **Get Up, Stand Up for Your Food**

*New Slow Food *convivia* launched in the [Caribbean...](#)*

**Caribbean** - From Jamaica to Cuba, several new Slow Food *convivia* celebrated their opening on island communities across the Caribbean last month. Making its entrance with a beach Mango festival to highlight biodiversity, Slow Food has arrived in Jamaica thanks to the work of the Terra Madre *I-ta!* food community. Members of **Slow Food Jamaica** are planning to hold a range of events, with a focus on

education about traditional foods in order to increase awareness of regional products and dishes and generate enthusiasm among young people about their local food culture.

Cuba's very first convivium, which was opened in the province of La Habana this month, has instead decided to focus on working with older generations as a way to bring influence and change to the broader community. Among their planned activities, **Slow Food La Habana Germinal** will be collecting traditional recipes to pass on the country's culinary heritage, and is initiating a two-way exchange on the art of preserving.

In Puerto Rico, the second convivium **Slow Food Boricua** opened with a workshop on sustainable beekeeping in the tropics and the issue of vanishing native bee colonies. The convivium aims to promote the organic movement on the island, unify interest in sustainable energy and agriculture, create cooperation amongst various eco-farmer organizations, and explore food cultures and opportunities to increase communication between Latin American countries.

# Voices of Terra Madre

## Two Ladies and a Market

**Shir Halperin** and **Michal Ansky** – chefs and food journalists – are the young women behind the Tel Aviv Earth Market. They were drawn together through a shared passion for culinary history and began working together to create Israel's first farmers' market in 2007. This is their story....

**Israel** - "No one else had tried to create a farmers' market in contemporary times in Israel and we were convinced that it was the perfect moment for this type of project. Environmental issues and quality food were becoming more and more important to consumers, and we felt that Slow Food's principles of good, clean and fair food could help us set up a market that would meet these new demands.

We started to pursue our dream by traveling to rural areas outside the city to discover small farmers and processors who were continuing to produce quality, traditional foods. We also started investigating how we could gain access to a prominent public position and joined forces with Slow Food Tel Aviv. We were ready to launch the Tel Aviv Farmers Market in May 2008 to coincide with the havuot festival - an ancient celebration connected to the grain harvest. It was then an honor and the next natural step for us to join the Earth Market network in January 2009.

To be honest, as young women working in the food industry, we

*had very personal motivations for getting involved in this project. We had literally had enough of pale, tasteless vegetables. We were tired of compromising our standards and accepting mediocre produce, knowing that Israel's top quality products were being exported to Europe. We wanted to stop dreaming about the farmers markets we had visited in France, Italy and the USA, and to create an alternative for our city.*

*When you realize how much better a true free-range egg, or a fresh, ripe organic tomato tastes, compared to their industrial equivalents, it is almost impossible to return to your old ways. We wanted to establish a regular market in Tel Aviv's centre that would allow more and more consumers to experience this moment of realization.*

*Today, the Tel Aviv Earth Market is already a much-loved part of the city's weekly life. Held outdoors in the city's new port area, it has become an essential source for many of the city's best chefs and attracts thousands of shoppers each week. Initially held every Friday, the market is now also held on Tuesday evenings, making it more convenient for workers.*

*The market stalls are arranged in concentric circles around a central space which hosts a 'featured' producer each week. Miles away from the cold, isolated supermarket shopping experience, here people meet their friends in the sun, enjoy conversation, and most importantly, buy directly from producers of the city's surrounding area; discovering the best fresh food products at a fair price.*

*Our mission was not only to change consumption habits but also to consider important cultural, environmental and social aspects. Thus, the market aims to present local, seasonal food that is connected to the surrounding landscape and ecosystem, and to create a cultural meeting point that allows a real dialog between farmers and consumers, young and old, rich and poor, Israelis and Palestinians, Jews and Arabs. It also hosts tours for children to introduce them to the idea of freshness, seasonality and biodiversity as well as special workshops on issues such as home composting.*

*The Tel Aviv Earth Market has become a real feast for the senses. We couldn't be happier; it is a vision come true".*

**The Tel Aviv Earth Market is held every Friday from 8am to 3pm until the start of Shabbat (sundown) and every Tuesday from 5pm to 11pm at the Tel Aviv Port.**

To read the entire story, and to find out more about Tel Aviv and other Earth Markets, please visit the new Earth Markets site. [www.earthmarkets.net](http://www.earthmarkets.net)

# Food Traditions

## Old Methods, New Meanings

*Ancient traditions of winter melons and wrapped plums continue in Sicily today*

**Italy** – When produce did not get flown across the world every day and seasons determined what you ate, farmers devised ingenious ways of preserving fruit during the cold months of winter. Some of these traditions have survived, and are finding new appreciation as we aim to build our local food networks. In the south of Italy, for example, there are two very old methods to conserve melons and plums.

In the Trapani district, Alcamo Porceddu melons are grown, a product belonging to what is known as the “winter melon” family. The fruit has an oval shape, rough green skin and white succulent flesh which becomes tastier and sweeter as time passes due to the concentration of sugar. The traditional method was to arrange the melons on the floor of a cool ventilated room, one on top of another, and regularly turn them. Today, the Presidium producers have made improvements: they wrap the melons in netting and suspend them from wooden frames like salami.

In the countryside around Palermo, you can find another fascinating tradition in the town of Monreale: plums “wrapped in paper”, which at one time filled the market stalls in Ballarò and Vuccirìa during autumn. Now two families have again started wrapping the sweet white Monreale plums one by one in long sausages of tissue paper. Hung outside, the plums dry out and shrivel, preserving their flavor and aroma.

### **Monreale White Plum Presidium**

Marilù Monte

[monte@susinebianche.com](mailto:monte@susinebianche.com)

### **Alcamo Porceddu Melon Presidium**

Nunzio Bastone

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# In Print

## Cooking With Words

*Slow Food books and authors awarded at the Gourmand World Cookbook Awards*

***Il Cioccolato Diario di un Lungo Viaggio*** by Sara Marconi and Francesco Mele, and published by the Slow Food Editore won the Best Children and Family Cookbook in the World award this year at the Gourmand World Cookbook Awards in Paris. In this book, nine-year-old Marta learns everything about chocolate from her uncle who shows her the entire production process, from the tree to the chocolate bar. The book was

recognized for being "a very important innovative book", and the award was also given in acknowledgment of: "the action of Slow Food to transmit culinary knowledge for all ages." Click here to read more about **Slow Food Editore**.

[http://editore.slowfood.it/editore/welcome\\_eng.lasso](http://editore.slowfood.it/editore/welcome_eng.lasso)

**Man'oushé: Inside the Street Corner Lebanese Bakery**, by Barbara Abdeni Massaad - a founding member of Slow Food Beirut and an active participant of Slow Food Foundation projects in Lebanon - was awarded the Jury's Special Award in tribute to her career and achievements made for culinary culture in Lebanon. The book follows Barbara's journey across the country to discover Lebanon's favorite snack *man'oushé*, presents the wide variety of recipes that exist for this daily staple, and documents the people she met in words and photographs. Click here to view Barbara's website [www.barbaramassaad.com](http://www.barbaramassaad.com)

Australian Slow Food member Liz Harfull's **Blue Ribbon Cookbook** won second place in the Best Easy Recipes Cookbook in the World award. As a writer, Liz has focused in particular on working with rural and regional communities and decided to dedicate a cookbook to the hundreds of talented amateur cooks who spend countless hours each year preparing entries for country shows across South Australia. The cookbook features the stories of more than 50 cooks, ranging in age from 3 to 93, and their prizewinning recipes, as well as tips that are not often published but rather handed down from generation to generation.

The Gourmand World Cookbook Award was set up to reward and honor those who "cook with words", to help readers find the best of the 26,000 food and wine books produced every year.

**Gourmand World Cookbook Award**

<http://www.cookbookfair.com/>

# Food for Thought

## Ada's Cookbook

*When a meeting of cultures generates new gastronomic traditions: the ups and downs of Dutch and Singhalese coexistence*

**Sri Lanka** - "The story of the encounter between Dutch and Sri Lankan cuisines is long and complex. The initial contact came in 1602 when the first ships sent by the Dutch East India Company arrived in what was then Ceylon after the several month voyage from Europe. Vice Admiral Sebald de Weert and his crew had endured the hazards of the long sea journey on a diet of salted beef and whatever they could pick up from the stopovers at Table Bay in the Cape of Good Hope and one or other of the islands in the Western Indian Ocean. They had been welcomed by Dom Joao, the recently Christianized Sinhala king. Dom Joao had fallen out with the Portuguese who were at the time ensconced in their fort on the coast of Ceylon, and was anxious to join with the Dutch in ousting them. In return for de Weert's assistance, Dom Joao promised him the Portuguese fort and exclusive trading rights to the highly prized spices readily available in Ceylon. However the Dutch Vice Admiral and his men also had their eye on the cattle roaming near their encampment which could provide fresh meat after months of preserved rations..."

Read the complete article in English on the Slow Food site here:

<http://sloweb.slowfood.com/sloweb/eng/dettaqlio.lasso?cod=3E6E345B112a51E39AWRU22A55EA>

# Campaigns

## Slow Fish

### Festival of the Sea

*Fishing traditions and culinary heritage celebrated in Iceland*

**Iceland** - The first weekend of June has traditionally been celebrated as Sailor's Day in Iceland, when the entire fleet stays ashore and seamen are honored for the important role they have played in the island's economy throughout history. This year, Slow Food Reykjavik was invited to take part in their city's Festival of the Sea and decided to focus on raising awareness about the sustainability of fishing and fish processing. In the midst of the festival, cooks offered a fish soup based on catfish and ocean perch fished from small fishing vessels using lines. Meanwhile, inside the Maritime Museum dried sole, a traditional staple of southeastern Iceland, was presented along with shellfish from the north and trout cream from a local farmer. Smoked haddock, a traditional dish that was nearly lost and is now experiencing a revival through the reinvestment in small-scale smoking ventures, was featured in a local restaurant. In addition, small workshops and discussions focused on new Nordic food, the new Fish Market planned for the city centre, tastings, and sensory education.

**Slow Food's participation provided a great addition to the festival, and many of the activities appealed to visitors. We will return in 2010.**

**Dominique Plédel Jónsson**

Slow Food Reykjavik convivium leader

[dominique@simnet.is](mailto:dominique@simnet.is)

## What Slow Food and Terra Madre mean to me...

**Guatemala** - *"I have been a member of this movement for five years because I firmly believe in the importance of the good, clean and fair principles for our communities. We need only look at what is happening to the environment and the food system to see how many outstanding artisan products are disappearing because younger generations don't know them and no longer want to eat them. It is sad to see how small-scale producers are often exploited by consumers who don't realize the difficulties involved in agricultural production. For this reason, as a convivium leader and coordinator of the Huehuetenango Highlands Coffee*

*Presidium, I organize initiatives to promote the products and the producers of our communities, and to establish supportive relationships between them and consumers so younger generations won't forget their food traditions”.*

**Manrique López Castillo**

Leader of the Huehuetenango convivium and coordinator of the Huehuetenango Highlands Coffee Presidium (Guatemala)

## Calendar and events

### Cheese!

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

During Cheese, a walk through the streets of Bra in Italy becomes a journey of discovery of products and impressions from the diverse world of cheeses and beyond. In the wide program of Taste Workshops, you can learn how to recognize cheeses, learn about their characteristics, evaluate their merits and defects, and understand their production techniques. Here are a couple of the workshops being presented over the four days of Cheese:

#### **Taste Workshop: Artisanal Cheeses from Australia**

Led by Will Studd, Australian artisanal cheesemaking expert and raw-milk champion, you'll discover the hidden gems of this vast continent, from chèvres and blues from the state of Victoria to cow's milk cheeses from the island of Tasmania, a cheesemaking paradise. You'll also get to taste C2 from Bruny Island Cheese Co., the only raw-milk example, produced in defiance of the government's cheesemaking regulations. The cheeses will be paired with a series of wines, from Hunter Valley Semillon to Shiraz and Pinot Noir from Victoria, finishing with a Tasmanian sparkling wine.

#### **Taste Workshop: Goat's Cheeses from Catalonia**

Artisanal goat's milk cheeses from Catalonia are just one example of how Spanish cheese production is returning to tradition and the use of raw milk after years of industrial cheese dominating the national panorama. Moving from the Pyrenees to Garrotxa to the province of Lleida, you'll taste six cheeses, paired with jams and dried fruit and a sparkling cava from Alt Penedès, a red wine from Conca de Barberà and a Manzanilla Amontillada from Andalusia.

[www.cheese.slowfood.it](http://www.cheese.slowfood.it)

**Terra Madre Argentina**

August 13–16, 2009

Buenos Aires, Argentina

**Cheese**

September 18 – 21, 2009

Bra, Italia

**Slow Food Nippon**

October 23 – 25, 2009

Yokohama, Giappone

**Terra Madre Austria**

October 28 – 29, 2009

Vienna, Austria

**Slow Fisch**

November 6 – 8 2009

Brema, Germania

**EURO GUSTO & Terra Madre for Young Europeans**

November 27–30, 2009

Tours, France

**Vignerons d'Europe**

December 5 – 8, 2009

Firenze, Italy

**ALGUSTO – Saber y Sabor**

December 11–14, 2009

Bilbao, Spain