



October

Editorial

In seeking, eating and promoting food that is good and sustainable, and which can revive large and small processes of social justice, we cannot disregard the communities who understand how to put food at the center of their lives. The community dimension makes real the convivial spirit in its broadest definition. A fruitful alliance between co-producer and producer can only come about from this perspective.

To create this alliance and make it sustainable, we need to pay attention to the local aspect, exploring our surroundings, favoring seasonal foods, getting to know the people of the place where we live, preserving and passing on the memory and the story of our "local adaptation." These are the starting points, or rather, the restarting points: places, territories.

Terra Madre Day will be one of the many sparks able to launch a new humanism in the world, an option that is no longer just a choice, but a necessity. Perhaps this project sounds overly ambitious, but in reality it is within everyone's reach, because it starts from the rediscovery of simple things and does not involve sacrifices or shame, but begins from pleasure and develops with pleasure.

The Terra Madre food communities remind me of the parish churches during the fall of the Roman Empire. In its last three centuries of decline and decadence, the senators continued to pass laws in Rome, while spaces of autonomy took shape in the parishes, the people elected their own priest, and forms of grassroots government came into being. This is the image that I like to think about when I think about Terra Madre Day: food communities as post-modern parishes. While the consumerist empire falls victim to its own misdeeds, to the impulse to grow without limits, eating ourselves and the Earth, in the food communities they pay no attention to its diktaks and instead practice the austere anarchy of Terra Madre.

Their approach feeds on the pleasure of putting food at the center of our lives: the pleasure of a life full of stimuli, flavors, stories, conviviality. I am sure that every Terra Madre Day initiative will communicate this pleasure to the world. It will be a new way of tackling crises, a new way of constructing a future that is better, cleaner and fairer..

Carlo Petrini
Slow Food International President

Slow Food

key words

The term **food community** was coined by Slow Food in 2004 for the first Terra Madre meeting to define the many diverse trades and professions involved in the food production chain, historically, socially or culturally linked to a specific geographical area: from seed savers, cooks, farmers and fishermen to wild food gatherers, livestock breeders, scholars, and so on. It defines the place of origin of these producers and reflects a new idea of local economy based on food, agriculture, tradition and culture. Food community members are involved in small-scale and sustainable production of quality products. They share the problems generated by intensive agricultural methods, and by a mass-market food industry focused on standardization. Today the Terra Madre network is made up of at least 2,000 food communities across 150 countries.

Campaigns

Terra Madre Day

Getting Ready to Celebrate

Join the worldwide celebration of Slow Food's 20th anniversary and 'Eating Locally' on Terra Madre Day this December 10, by organizing an event or activity in your community. To help you get going, the Terra Madre Day website includes an Organizer's Kit that provides resources to assist you in the planning and promotion of a local celebration. Download the **Information for Organizers guide** for a full overview, event ideas, tips on promoting your activities, FAQs and more. In addition, there are range of graphic materials and designs available here, including the Terra Madre Day logo and world map, posters, banners, postcards, pins etc. The postcard and poster are provided in both pdf and word formats – with a space in the word version where you can easily add your own text. The site and all of these documents are available in Italian, English, French, German, Spanish, Portuguese, Japanese and Russian.

As soon as you have an outline of your Terra Madre Day activity, please register it on the site, using the online form which asks for details of the coordinator, the event name, date and location and a brief description of what you are planning. Each registered event will be added to our world map.

www.slowfood.com/terramadreday

Email: tmday@slowfood.com

Terra Madre Day Around the World

With Terra Madre Day just a month and half away, here is a snapshot of some of the wide variety of events being planned in all corners of the world.

In **Bangladesh** the Pabna food community is inviting their community to a folk concert where traditional foods will be served, including the local specialties such as homebaked pitha cake. In Africa, Masaku Central Convivium in **Kenya** will hold a range of activities to promote the value of local food to children, including presentations, visits to farms, and creating new school gardens, while in **Uganda**, Slow Food Mukono is bringing together their members with school children, producers, consumers, teachers, parents, and local leaders, for a huge Eat-In - a shared meals of dishes made from local ingredients to represent the nation's different food traditions. In **Cuba**, the Las Terrazas food community is running a full-day program: planting of food trees with children from a local pre-school, a lunch for local farmers prepared by students from the "Cocina Ecologica" association, a community tasting of local juices and foods and a film screening. Meanwhile, in **Australia** Slow Food Sunshine Coast is inviting everyone to follow the 'Snail Trail' through the region, where they will be able to sample local ingredients and meet **producers**, as well as attend several Eat-Ins in parks. This convivium is also inviting participants to submit their best photo and a story about their Terra Madre Day experience to be published on their convivium website.

No Oil, No Money

Italy – For Mario Gala, a shepherd in the Terra Madre network and producer with the Langhe Sheep Tuma Presidium, the ideas promoted by Terra Madre Day have long been part of his daily work. Mario produces sheep and goat cheese using artisan methods and has turned his farm into an agritourism business, "Il Finocchio Verde". Here among the hills of the Alta Langa, Mario Gala welcomes guests with produce from his land and surrounding woods, all accompanied by home-made bread and honey. In addition, Mario passes on his knowledge to dozens of young people in schools or when they come to visit from all over the world. By offering farm holidays to people who want to rediscover rural life, Mario aims to diversify his activities and extend his sources of income. This additional money will soon enable Mario to accept and train two or three young apprentice shepherds on a permanent basis.

To celebrate Terra Madre Day Mario has decided to organize a zero food miles dinner with the title "No Oil, No Money". The invitation is open to everyone who shares his ideals and is prepared to come without using a polluting means of transport: on foot, horseback, by bicycle—or sleigh! People wanting to contribute can bring some homemade food. A musical accompaniment will further enhance this evening of giving and sharing.

Project of the Month...

Sensory Learning

Support a project to improve the daily diet of students and improve awareness of local production in Belarus

Belarus – In the southwestern region of Brest, Slow Food Berioza Convivium has revolutionized home economics lessons for secondary school students, providing a hands-on course that builds knowledge of the region's food culture, improves the daily diet of families in the community and empowers young people to play a role in the future direction of the local food system.

The curriculum takes an innovative approach to food education, focusing on sensory analysis of raw ingredients from different food production methodologies – industrial or conventional versus organic or small scale, traditional – and the impact this has on the taste of dishes prepared. 120 students between 9 and 15 years have participated in the program so far, and teachers and parents have noted a marked change in their attitude towards healthy, local food choices.

Slow Food supported a trial of the project with Berioza Secondary School N°3 in 2008 and 2009. Funds are now being raised to allow its rollout, spreading the benefits to communities across the country. In 2010 the objective is to extend the food education program to three more schools in the Brest region, and to improve the curriculum by adding school gardens and field trips.

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

www.slowfood.com/donate
donate@slowfood.com

From land to table...

Family Treasures

Slow Food France and the Paris-Bastille convivium launch the 'Granny's Recipe' competition in the lead up to Eurogusto 09

France – Many of us have treasured family recipes that we prepare regularly or on special occasions, continuing a tradition that began with our parents, grandparents or further down the family tree. Recipes that have been kept in the family are an important part of our history, telling stories about individuals and communities, cultures and eras. These family recipes are usually not written down but maintained through oral and practical knowledge, and are often very economical, coming from times of financial hardship.

To gather a collection of these recipes from around the world, Slow Food France and the Paris-Bastille convivium are launching the 'Granny's Recipe' competition. Everyone is invited to submit a recipe, which must be based on affordable ingredients and be simple enough for a non-professional cook to prepare.

All recipes will be published on the website and will be judged by a panel including Michelin-starred chefs, a dietitian, a food historian, and Slow Food members. The judges are interested in knowing the story of the recipe – how did the dish become part of the family tradition and how was the recipe handed down to you – and ask for an accurate description of the recipe so it can be replicated by others. The winning recipes will be announced during Eurogusto and the three favorite dishes will be served at a meal for Terra Madre for Young Europeans, a Slow Food youth network.

Eurogusto 09 is a meeting of cooks, winegrowers, farmers and young people from all

over Europe being held in Tours, France over November 27-30.

For more information on the 'Granny's Recipes' competition:

<http://sites.google.com/site/familytreasuresproject/>

www.eurogusto.org

Rare Encounters

A Russian scientist and Slow Food member meets breeders of native Italian breeds

Russia – After recently nominating ten traditional products from Russian breeds of domesticated animals to the Ark of Taste - including moose milk, grey cattle beef, and Kastroma cheese - Dr. Yuriy Stolpovskiy decided to visit Italy to see the work which is being done to protect rare breeds by Slow Food there. In Russia, work on protecting autochthonous breeds only began a short time ago by a small group of dedicated experts. Today Yuriy and others have identified 200 local breeds of domestic animals – still a very small number for a country of this size – and assist farmers to identify if they have a rare breed and qualify for government support.

Yuriy started his Italian trip at the international Cheese festival, where he met many cheesemakers from across Europe and tried their products made from the milk of natives goat, sheep and cow breeds. He then travelled to visit four Presidia found in the northern Italian regions of Piedmont and Trentino-Alto Adige. It was particularly fascinating for him to visit the Grigio Alpina Ox Presidia, a relative of the Russian Grey Steppe cattle that is almost extinct, with only 127 animals remaining on a farm where Yuriy himself worked for five years. This small herd is situated in Russia's Altai region, on the boarder with Mongolia.

"Witnessing what communities and regions can do and achieve to save a local breed from extinction was a great inspiration... seeing the great importance and value given to the end products and how the work with animals can make people happy," said Yuriy. "And it was wonderful to see so many beautiful breeds represented at Cheese. This is very important to me, as I want to know what I eat. Here we not only see a cheese, but we get to know an animal, a field, and a landscape."

Russia will soon have ten products listed on the Ark of Taste and is looking forward to presenting their first Presidia at the Salone del Gusto 2010.

Yuriy Stolpovskiy

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Slow Food Kovcheg Moscow Convivium committee member*

Dream Canteen

Slow Food launches a new European network to improve school meal services

Slow Food has launched a new initiative, Slow Food in the Canteen: A European School Network to coincide with the start of the European 2009/2010 academic year.

The project is part of Slow Food's campaign to bring good, clean and fair food into daily diets, and addresses problems that stem from the poor standard of food served in school canteens, promoting meals that combine pleasure with nutrition and take care of the planet. The project has already started in nine schools spread across eight countries - Belgium, Bulgaria, France, Ireland, Italy, Latvia, Northern Ireland (UK) and Romania - and is looking to grow to include at least one school from each European country by March 2010.

Each participating school should be linked to a local convivium. All schools will receive a copy of Slow Food's sensory education kit, To the Origins of Taste to assist with developing activities that encourage greater knowledge and understanding of food and its taste qualities, origins, and production methods. The schools must also work to improve the quality and sustainability of their meal services by evaluating canteen and food management, procurement, conservation, preparation, service and waste.

The Dream Canteen website www.dreamcanteen.ning.com has been established as a networking area for the participating schools, providing a place to post photos and videos of their events and share information about their progress in order to learn from one another.

If you are a school headmaster, teacher, pupil or parent in Europe who thinks that your local school would be a good candidate, please contact us and we can provide you with more information: education@slowfood.com

Land of Fire and Ice

Local members make connections in Iceland

Iceland - This September, members of the Reykjavik Convivium travelled around the country with a group from the Slow Food international office to make the association's goals and activities better known.

"We met with many public and private organizations, including the Ministry of Fishing and Agriculture and the national association of Icelandic breeders, who could be important future partners and integral to spreading the message of good, clean and fair across our small nation. Last year's financial crisis led our society to return to less commercial values, with increasing interest in local food and the importance of generosity in communities. In this climate, people are ready to hear about Slow Food and we were warmly received by people from all walks of life. We witnessed the tremendous enthusiasm of young cooks; the imaginative ideas in the Food Institute to help small producers to market their products; and great awareness of the important issues concerning food at the Farm Association.

Slow Food's visit reinforced the value of the important work being done by these individuals and organizations and assisted them to grasp the wider dimension of their activities. A highlight of the program was a public screening of Terra Madre, the film by Ermanno Olmi that, through its poetic cinematography and powerful messages from Carlo Petrini and Vandana Shiva, was an awakening moment for many of us and reinforced that our ideals can become a reality. Paolo Di Croce, Secretary of Slow Food International was interviewed on one of Iceland's major current affairs TV programs and the trip finished with an inspiring visit, in snowy weather, to various small-scale producers - including breeders of Iceland's native goat breed and skyr cheesemakers, both listed on the Ark of Taste."

Dominique Plédel Jónsson

Reykjavik convivium leader

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Slow Food in Parks

Protocol of understanding signed between Slow Food International and the Europarc Federation

Italy - A protocol of understanding was signed between the European Association of Parks and Slow Food International during a conference of the Europarc Federation held from September 9 - 13 in Sweden. Its main aim will be to develop initiatives in parks which promote a harmonious coexistence with humans and their agricultural activities, including protecting biodiversity.

Through this collaborative venture, Slow Food and Europarc wish to promote traditional agriculture and rural communities that live in protected areas. The plan is to create a network through the Terra Madre food communities, and to make Slow Food's methods available to Europarc to assist them to address food production issues within European parks. This will help to support small-scale agricultural products which are still able to keep local economies alive in rural areas as well as the increasingly endangered social fabric.

Slow Food has collaborated with Italian Parks for many years and this was reflected at Cheese (held in Bra from September 18 to 21), where products included cheeses and honeys from the Gran Sasso and Monti della Laga National Park and also from the Mercantour Park which extends along the border with France.

Presidia Tastings

Monthly events to highlight unique Presidia products in Italy

Italy - From October 2009 to July 2010, Eataly (a supermarket selling high-quality Italian food) will host a special tasting event for Slow Food Presidia products once a month in Turin. These events are a great opportunity for people to discover the background of a wide range of foods and the issues which the producers are facing: from mountain economies to the African rural situation, deforestation and the state of the seas, the importance of protecting bees or the impact on the planet of industrial farming.

Each event will involve a tasting of dishes prepared by cooks involved in the Presidia Alliance project in Italy, a lecture, screening of a short film and exhibitions (photographs, eco-sustainable fashion etc.). These events are organized by the Slow Food Foundation for Biodiversity and Slow Food Torino, in collaboration with Eataly.

For further information please write to: g.talposlowfood.it

Voices of Terra Madre

Up On Mountain Pastures

France - Adrien Lahittete, a young 22-year-old shepherd from the Terra Madre community of Béarn shepherds, which recently became the Béarn Mountain Cheese Presidium, came to Cheese 2009 to present his produce. He also told us about his life....

"At the moment I am attending a course in the Development and Promotion of Local Products at the Pau Agricultural Institute. I have chosen to train in this area because I have been involved with farming since I was a child: my parents are farmers and my mother runs a farm. At first I wanted it to get away from agriculture, because looking after animals 365 days a year and risking having your family life upset by your work is a difficult choice to make. But then thinking about it more carefully and seeing that, in fact, things were no better elsewhere, I decided to return to doing what I know best..."

To read the entire story, please visit the Terra Madre website:
www.terramadre.org

Food Traditions

Duck with Rice

An organic approach to rice cultivation from Vietnam

Vietnam - The Terra Madre Organic Rice Producers of Tan Lac food community are from a region of traditional rice cultivation. Following the Green Revolution, farmers in the area became dependant on pesticides and chemical fertilizers, however many quickly realized the negative consequences and started to learn about integrated rice-duck farming. They found that introducing ducks to the rice paddies has improved the soil and the water conditions, and increased their security as they now produce both rice and duck meat and eggs. They have also started to bring back local varieties of rice to protect biodiversity and their food security for the future.

Rice-duck farming is a traditional organic, mixed-farming technique, which is starting to regain popularity. In this system, rice and ducks are raised simultaneously on the same land. The ducks effectively control weeds and insects, thus helping eliminate the application of pesticides and herbicides, reducing weed growth by as much as 92-96 percent. The ducks eat young plants, as well as the plant's seeds, and their trampling further helps to keep the weeds under control as well as oxygenating the water and encouraging the roots of the rice plants to grow vigorously. Finally, their droppings provide many essential nutrients for the rice crops. Ducklings are released into the rice paddy when they are around seven days old, and are left there until the rice plants begin to flower - while ducks do not eat the rice plants' leaves, they cannot be trusted with the maturing grains.

The Organic Rice Producers of Tan Lac food community are participating in the Terra Madre meeting at Slow Food Nippon on October 23. Click here for more information on this community:

www.terramadre2008.org/pagine/rete/leggi2.lasso?id=917&ln=&tp=3%20

Greenpeace's video on rice-duck farming in China:

<http://www.greenpeace.org.uk/blog/climate/duck-rice-farming-china-20081024%20>

In Print

Wild Foods Celebrated

A new book, ***Indigenous People's food systems***, co-published by the FAO and McGill University, explains how indigenous communities across the world, from tropical forests to polar environments, are keepers of a vast treasure house of healthful, nutritious foods - many with extraordinary properties. The bad news is that as wild habitats are lost to development and our lifestyles are increasingly standardized across the globe, these native foods are quickly disappearing - together with the diets that once kept indigenous peoples healthy and fit.

The 12 case studies presented in this 350-page book show the wealth of knowledge in indigenous communities in diverse ecosystems; the richness of their food resources; the inherent strengths of the local traditional food systems; how people think about and use these foods; the influx of industrial and purchased food; and the circumstances of the nutrition transition in indigenous communities. Photographs and tables accompany each chapter.

Indigenous Peoples' food systems: the many dimensions of culture, diversity and environment for nutrition and health, 2009, FAO. ISBN: 9789251060711.

To find out more:

<http://www.fao.org/news/story/en/item/29629/icode/>

Food for Thought

Local Economies

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

The idea of 'local economies' based on food, agriculture, tradition and culture is becoming increasingly appealing in today's world in which the globalized market economy is showing its many limitations in terms of wastefulness and damage to the environment. The micro-economies of local communities have the potential to work in a way that is financially rewarding and respectful of surrounding ecosystems, human health and cultures, and they also foster conviviality and solidarity among people.

Wendell Berry introduces the concept in his essay *The Idea of a Local Economy*:

"If the government does not propose to protect the lives, livelihoods, and freedoms of its people, then the people must think about protecting themselves. How are they to protect themselves? There seems, really, to be only one way, and that is to develop and put into practice the idea of a local economy - something that growing numbers of people are now doing. For several good reasons, they are beginning with the idea of a local food economy. They are trying to learn to use the consumer economies of local towns and cities to preserve the livelihoods of local farm families and farm communities. They want to use the local economy to give consumers an influence over the kind and quality of their food, and to preserve land and enhance the local landscapes. They want to give everybody in the local community a direct, long-term interest in the prosperity, health, and beauty of their homeland. Without prosperous local economies, the people have no power and the land no voice."

Read the entire article here:

<http://www.orionmagazine.org/index.php/articles/article/299/>

Calendar and events

Terra Madre Austria

The first national gathering of the Terra Madre network is being held over October 27-28 in Vienna, bringing together farmers and producers with experts and consumers to share information, network and participate in an interesting program of discussions and workshops.

The Biodiversity Conference includes key addresses from international experts as well as various workshops focused on agricultural biodiversity, quality food, and sustainable production. Outside the city hall, the Biodiversity Market will introduce Austrian Presidia and Ark of Taste producers and their unique foods to the public, as well as those with products awaiting approval to join the Ark of Taste and a selection of Presidia and artisan products from Tuscany. The daily program of Taste Workshops offer visitors a chance to try carefully selected quality products, and compare them with standard/industrial equivalents. The morning sessions are being dedicated to school groups. The Slow Food Taste Education course *To the Origins of Taste* will also be presented and both adults and children will be able to complete a challenging sensory course. Chef Helmut Österreicher will be responsible for the culinary highlights of event, offering visitors a special menu based upon carefully selected ingredients in the courtyard of the Vienna City Hall.

Terra Madre Austria is organized by the City of Vienna and Slow Food, with support from the Austrian Ark/Presidia Commission and the Ark project.

More information: www.terramadre.at

Terra Madre Norway

The village of Aurland, in the Norwegian county of Aurland, is hosting the first Terra

Madre Norway from October 23 to 25. Slow Food in Norway is 10 years old, with almost 300 members and 14 convivia, and is steadily growing. This national Terra Madre event, organized by the Norwegian convivia and the delegates attending Terra Madre in Turin since 2004, will welcome around 150 people: Slow Food members and convivium leaders, representing 14 Terra Madre Food communities and producers from the 5 Norwegian Presidia.

A small delegation from Sweden will also be present, comprising Bodil Cornell, President of Eldrimmer (a training centre for small producers in Jämtland) and Gert Andersson, coordinator of the Presidium for Jämtland Cellar Matured Goat Cheese). This collaboration with the Swedish Slow Food movement is a first step towards building a strong Scandinavian network.

The program for Terra Madre Norge will open with a welcome dinner on the evening of October 23. The plenary session on October 24 will include addresses from Paolo di Croce, Slow Food International Secretary, and Ove Fosså, President of the Norwegian Ark and Presidia Commission. Participants will then divide into workgroups, later sharing the results of various meetings in plenary session. On October 25 guided tours are planned so participants can better appreciate the Aurland fjord area.

More information: <http://www.terramadrenorway.no/>