



# November

## Editorial Terra Madre Day

I am delighted to write this editorial for the newsletter accompanying Terra Madre Day. What an inspiration it is to look at the event website ([www.slowfood.coim/terramadreday](http://www.slowfood.coim/terramadreday)) and see the initial list of initiatives that so many of you are organizing around the world! It really lifts the spirits and I am sure it is just the beginning. Together we will present an impressive demonstration that the Terra Madre network, together with Slow Food, is alive and active at a local level, and if we continue this event every year we will continue to increase this representation.

Take ownership of this day, cherish it and look forward to celebrating it year after year. For those of you who aren't participating in an event, think about what you can do and organize: however small your initiatives, that is how others see us and where our strength lies.

It is not only a great day because we are celebrating twenty years of Slow Food International, the association which has developed Terra Madre, creating mechanisms, stories, exchanges and new friendships. Terra Madre has become a network that operates way beyond the Turin meeting. It communicates to people who live with and in the communities that constitute Terra Madre.

I wish you all the best for your local initiatives and hope you enjoy many convivial encounters marked by friendship and pleasure. I would also like to let you know that a new book of mine "*Terra Madre, come non farci mangiare dal cibo*" has just been published here in Italy. It deals with your network and aims to highlight Terra Madre's huge importance as a political player on the world stage, its ability to influence agricultural, food and environmental decisions made on a global scale.

It will soon be available in other languages, starting with English in early 2010. The book will be an important promotional tool, addressing all the cultural and political issues we share. We encourage you to promote it as soon as it is available in your country. For every copy sold we will donate part of the proceeds to Terra Madre, as part of the project to make the network as financially and organizationally independent as possible.

As I said, we are just at the beginning but will achieve a great deal. I wish all of you a

great Terra Madre Day!

**Carlo Petrini**  
Slow Food International President

## Project of the Month...

### Terra Madre Day Trees

***Support Kenyan communities to plant fruit trees for tomorrow's food sovereignty***

**Kenya** - Kenya's agricultural sector supports 80 percent of the population and is the backbone of the national economy, while food security is a constant threat to households and communities. Next month Terra Madre Day activities in Kenya will be united by the symbolic and productive act of planting trees across the country. Each of the 10 Kenya convivia are integrating the planting of indigenous and fruit trees such as mango and avocado into their celebrations, and asking each of the expected 4,000 participants, including hundreds of school children, to plant a tree.

The Western Kenya convivium is organizing an **Eat-In and tree planting ceremony**. Communities representing various Kenyan ethnic groups will come together to prepare and share a meal based on their traditional recipes. The following day each participant will plant a tree along the bank of the Chemuma River which is drying up due to environmental degradation and has immensely affected food production in this region.

In the Molo district, the Slow Food Central Rift convivium is holding their **Tree Planting and Traditional Food Exhibition** Terra Madre Day celebration in collaboration with Turi Suruguita Primary School in the town of Turi. Organizers expect around 1,000 participants who will attend a tree planting ceremony, followed by a market of traditional foods by producers from across the region and a lunch prepared using products from various ethnic groups.

By encouraging communities to plant more trees, Slow Food in Kenya hopes to increase local food production, improve soil quality, and reduce the impacts of climate change on Kenya's rural communities. **Slow Food aims to raise 1,330 euro to cover the cost of the 4,000 trees to be planted on Terra Madre Day in Kenya.**

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

## Terra Madre Day

The three Terra Madre world meetings of food communities organized by Slow Food since 2004 have brought together thousands of small farmers, producers, cooks, educators, youth and activists from 150 countries to collaboratively work together on improving our food system. This year, on the occasion of Slow Food's 20<sup>th</sup> anniversary, Terra Madre Day is being held to bring this focus to the very local level. Terra Madre communities, Slow Food convivia and others are organizing hundreds of

events all around the world that will raise awareness of the importance of "eating locally" in their regions. Terra Madre Day is guided by **seven pillars** that reflect our values and hopes for the future and which we demand as a right for all communities. Here are some examples of planned celebrations according to each pillar:

**Remember to register your own Terra Madre Day event on the site:**  
[www.slowfood.com/terramadreday](http://www.slowfood.com/terramadreday)

## 1. Access to good, clean and fair food

### **Slow Food in the Canteen**

**France** - Slow Food Bayonne has been working with local primary schools to improve their canteens for years now, and will reflect on and share their results on Terra Madre Day. 4,000 pupils are now served meals by a local social enterprise, which employs both unemployed and disabled persons and uses produce sourced from a 30 km radius around the city. Once a week a completely organic meal is served and the children are responding very well to the new taste of their canteen. Terra Madre Day will provide an exciting opportunity, and landmark moment for the project. Parents, students, the local Mayor and officials will come together to renew their commitment to the project which celebrates all that Slow Food stands for: good, clean and fair food and Taste Education.

The Bayonne project is also part of the Slow Food European Canteen Network.

**For more information:**

[http://www.slowfood.com/terramadreday/pagine/eng/dettaglio\\_mappa.lasso?-id\\_evento=278](http://www.slowfood.com/terramadreday/pagine/eng/dettaglio_mappa.lasso?-id_evento=278)

## 2. Language, culture and traditional knowledge

### **Tribute to Mother Earth, provider of all life**

**Mexico** – In the village of Cerro Armadillo, Terra Madre Day celebrations will be centered around traditional and religious rituals, starting with a thanksgiving and prayer for good harvests (corn, coffee, vanilla, beans and other local products). Producers and their families will be arriving at the Cerro Armadillo church early on December 10, bringing different regional products with them. Small parcels of seeds will be placed at the four cardinal points of the altar, as an offering to Mother Earth. These will be blessed and presented by a young girl wearing a traditional, hand-woven Chinanteca dress. After the ceremony, an elder from the village will offer the food prepared with more than 40 ingredients cultivated locally. Corn will be used in more than four of the dishes (tortillas of white, black and yellow corn, tamales and fermented drinks). The producers' families will all attend, joined by inhabitants from Tuxtepec and other towns from further away, who are keen to be part of this unusual indigenous experience. Vanilla from the Chinantla Presidium will also be offered to the visitors and the event will conclude with the ritual of burying a sample of each product, to give thanks to the earth for the life she is giving us.

**For more information:**

[http://www.slowfood.com/terramadreday/pagine/eng/dettaglio\\_mappa.lasso?-id\\_evento=230](http://www.slowfood.com/terramadreday/pagine/eng/dettaglio_mappa.lasso?-id_evento=230)

### **3. Fair and sustainable trade**

#### **Along the Farmers' Road**

**Chile** – Fair and sustainable trade starts by building support and value for local producers in our area, and to encourage this Frontera del Sur Convivium has decided on a full day excursion to visit farmers in the immediate region. Everyone concerned with the continued production of good, healthy, local food, is invited to join in a walk that will take them to visit men and women that work in the fields and produce artisan food, including producers from the Blue Egg Presidium. There will be time to talk, to understand how they produce their specialties and to buy food directly from them. This Terra Madre Day event is focused on emphasizing to the local community that short food supply chains are one of the key elements of sustainable agriculture, that allow us to reach a fair financial outcome for producers and consumers alike.

**For more information:**

[http://www.slowfood.com/terramadreday/pagine/eng/dettaglio\\_mappa.lasso?-id\\_evento=119](http://www.slowfood.com/terramadreday/pagine/eng/dettaglio_mappa.lasso?-id_evento=119)

### **4. Agricultural and food biodiversity**

#### **Endangered Foods and Local Dishes**

**Uganda** - The Central Convivium in Mukono will contribute to protecting local biodiversity at their Terra Madre Day event, 'Endangered Foods and Local Dishes'. A wide array of fruits and vegetables that were once frequently eaten in the past are no longer commonly available in Uganda, and so the convivium has asked members from various parts of the country to track down some of these varieties and reintroduce them to the public on Terra Madre Day. The day will also include a seed collection to help prevent these foods from becoming extinct. The event will then lighten up with a closing party and a tasting of juices and fruits from across the land.

**For more information:**

[http://www.slowfood.com/terramadreday/pagine/eng/dettaglio\\_mappa.lasso?-id\\_evento=249](http://www.slowfood.com/terramadreday/pagine/eng/dettaglio_mappa.lasso?-id_evento=249)

### **5. Small-scale food production**

#### **Glimpses of Terra Madre**

**India** - To celebrate small-scale food production around the world, the people of Varanasi will share and relive the coming together of food communities at Terra Madre 2008 with a photo exhibition that tells the story of this five-day world meeting. This biennial event launched the Terra Madre network back in 2004, and brings together farmers and food producers from 150 countries, connecting them with cooks, educators and youth to discuss how to improve the food system collaboratively. Visitors to the exhibition entitled 'Glimpses of Terra Madre 2008' will see many cultures, lifestyles and lands through the faces and expressions of small-scale farmers, breeders, fishermen and artisan producers from all around the world – together a united force for a better food future. The exhibition will also display images of the food culture of rural and urban people in India.

**For more information:**

[http://www.slowfood.com/terramadreday/pagine/eng/dettaglio\\_mappa.lasso?](http://www.slowfood.com/terramadreday/pagine/eng/dettaglio_mappa.lasso?)

[id\\_evento=191](#)

## **6. Environmentally responsible food production** **Long Table Against GMOs**

**Germany** - Producers and co-producers of the Ulm region will unite in their resistance to genetically-modified organisms (GMOs) with a long-table meal. Organized by the alliance for a GMO-free Region (around) Ulm, the event will highlight the need for us to recognize that our food choices are strongly linked to the health of the environment, and draw attention to the harm caused by GMO crops and foods. Inspired by the words of Slow Food International Vice-president Vandana Shiva to "eat lentils, rice and vegetables", the meal will be centered on these foods, all provided by local farmers. The food offered is an example of a perfectly healthy and balanced meal, and is a statement of the need to eat less meat in order to move towards true sustainability.

**For more information:**

[http://www.slowfood.com/terramadreday/pagine/eng/dettaglio\\_mappa.lasso?-id\\_evento=227](http://www.slowfood.com/terramadreday/pagine/eng/dettaglio_mappa.lasso?-id_evento=227)

## **7. Food Sovereignty** **Down with Fast Food in Dhaka**

**Bangladesh** - The right to knowledge and freedom to decide what to grow, how food is transformed and what makes up our daily diet will be defended in Bangladesh as an expected 500 people rally and collect signatures against toxic and fast food. This campaign for the protection of slow and traditional food, demands a halt to the proliferation of fast-food chains throughout Asia, as it is threatening traditional diets, small-scale production and biodiversity. Exercising their rights for culturally appropriate and healthy food options, the group will meet in front of the National Museum of Bangladesh, collecting signatures from local people and raising awareness of the unhealthy options offered by global, industrialized food providers.

**For more information:**

[http://www.slowfood.com/terramadreday/pagine/eng/dettaglio\\_mappa.lasso?-id\\_evento=216](http://www.slowfood.com/terramadreday/pagine/eng/dettaglio_mappa.lasso?-id_evento=216)

## **Terra Madre Day: Educate, Share, Enjoy!**

People from all corners of the world are planning a wide range of activities and events as diverse and unique as the communities holding them to celebrate Terra Madre Day. Some are focusing on knowledge as empowerment, such as the Norwegian Sognefjordare Convivium's **Seminar on Global Food**, or the **Slow Food Information Day** to present all aspects of good, clean and fair food to farmers, local food producers, educators and students in India. Meanwhile others are turning their event into a chance for children to get their hands dirty and learn. In Romania the **Back to Traditions** event will give school children the opportunity to learn how to make traditional bread in a small village, in Belarus students will learn about herbs and berries from the forest during the **Fruits of the Forest Workshop**, discovering how to dry them and use them in cooking and traditional Belarusian teas. Meanwhile, in two villages of the mountainous part of Azerbaijan, a special **Terra Madre Lesson**

is being organized, to which parents are also invited and which will be followed by a tasting of products from the local Terra Madre communities of beekeepers and producers of *mazoni* (fermented milk). Others are embracing Terra Madre Day with conviviality at the table in homes, restaurants and farms. In Calgary, Canada, the **Alberta Locavore Challenge** requires each dinner host to prepare a meal using only local ingredients, while the **Progressive Holiday Block Party** in Seattle, USA has planned each course to take place in a different house and will be prepared using locally grown, organic, and ethnically diverse ingredients.

## ***Breaking Bread in the Balkans***

During the first Slow Food meeting of Balkan countries held last October in Bulgaria, delegates decided to share a common act during Terra Madre Day: a simple and traditional gesture to affirm their willingness to collaborate and to strengthen the Slow Food network in the Balkans.

Throughout the region, it is a common tradition to prepare a large loaf of bread to be offered to all guests. Each guest is asked to break a piece of bread and eat it with salt before entering the premises where a celebration is taking place. During their Terra Madre Day celebrations, all the convivia and food communities from the Balkan countries will carry out this gesture: at the opening of the special edition of an Earth Market at a farmers' museum (Bucharest, Romania), as well as when entering the premises of the schools engaged in education activities in Sofia (Bulgaria), on arrival at a traditional dinner hosted by the Goražde Convivium (Bosnia) and many others.

The Slow Food movement is growing rapidly and steadily in Eastern European countries (now counting 42 convivia), and convivium leaders from the region decided to increase their effectiveness by uniting and building common strategies and working together to hold a regional Terra Madre meeting next year. Balkan countries share a common past, face similar challenges and can work together to revive, preserve and safeguard for the future the food treasures of small-scale artisan communities.

# From land to table...

## **Al gusto**

*Food traditions from along the Atlantic coast*

Jointly organized by Slow Food International and Spanish Slow Food convivia, the second edition of ALGUSTO, Saber y Sabor will take place on December 11-14, 2009 at the Bilbao Exhibition Centre (BEC).

While inspired by the Salone del Gusto in Turin, the fair is directed at a much smaller geographical area, focusing mainly on the Iberian peninsula (Spain and Portugal), Europe's Atlantic coast (France, Holland, etc), the British Isles and Ireland, and Latin America. The event gives visitors and the general public the chance to sample and buy a broad variety of local, artisan and homemade products from around the world: oils, wine, liqueurs, cider, coffees, teas, preserved foods, meat and cured meats, dairy

products, fish, seafood and shellfish, smoked goods, frozen products, ice-creams, fresh fruit and vegetables, delicatessen products, cakes and pastries and other sector-related goods and produce.

Algusto will feature tastings, taste workshops, children's workshops, chef demonstrations, meals in selected restaurants, talks, etc.  
The event is supported by the Basque government, the provincial government of Bizkaia and Bilbao City Council.

**[www.algusto.eu](http://www.algusto.eu)**

## **Euro Gusto & Terra Madre Young Europeans**

*An opportunity to rethink the future of food in Europe*

From Scandinavia to the Mediterranean islands, from the edges of the Black Sea to the rocky shores of Brittany, Europe is abandoning its gastronomic treasures. Embodying knowledge and tradition, plant varieties and animal breeds, natural and human landscapes, this living heritage now has its own event: Euro Gusto, the biennial European Taste and Food Fair.

This new international Slow Food event is being held from November 27 to 30 in Tours, in the heart of the Loire Valley, a UNESCO World Heritage site.

At Euro Gusto you will find a host of attractions...

- The French and European market presenting hundreds of producers of high quality artisan food, selected according to Slow Food principles of good, clean and fair.
- Slow Food's traditional Taste Workshops offering visitors an opportunity to discover and savor high class foods matched with great wines.
- The Slow Food Presidia market, featuring endangered products and traditions which are now protected and promoted by Slow Food.
- The Enoteca, with hundreds of European wines
- A learning area with special events for children to explore the taste, appearance and aroma of good, clean and fair food

At a time when decisions on the future of food and agriculture are increasingly being taken at a European level, Euro Gusto is an important venue for exchange and collaboration. It will bring together people involved in sectors ranging from food and agriculture to environment and health (professionals from public and private organizations, managers and volunteers from associations, politicians and institutions), as well as anyone interested in finding out more about these issues.

Terra Madre Young Europeans is being held simultaneously with Eurogusto. This side event will bring together young people from the Slow Food and Terra Madre network who are showing that it is possible to construct a different model of food production and are defending the right to reclaim healthy, local and good food. They are working to create the basis for more aware farmers, more artisans who respect the need for quality and greater diversity in our fields and on our plates.

**[www.eurogusto.org](http://www.eurogusto.org)**

## **Vienna Declaration**

*A declaration for better food at Terra Madre Austria*

The Vienna Declaration was accepted by the 300 hundred farmers, cooks, students, researchers and activists who participated in Terra Madre Austria over October 28-29 – a one day conference on the topic of diversity, and two-day event which attracted thousands of visitors, including many school and university groups, to the City Hall to meet selected small-scale producers and farmers from across the country in the Biodiversity Market and participate in Taste Workshops and educational activities.

The declaration was developed in the lead up to Terra Madre Austria, and is the first political declaration by Slow Food in Austria. "It is important as it was developed over several months, including contributions from our Slow Food members, producers and from other organizations working on similar issues," said Peter Zipser, Slow Food Ark Commissioner and one of the four editors of the Declaration. "It will be a tool for Slow Food convivia across Austria, and unite us by providing a national platform."

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

The Vienna Declaration of Terra Madre Austria 2009 can be found in English on the website:

**[www.terramadre.at](http://www.terramadre.at)**

# Voices of Terra Madre

## Colorful Tomatoes for an Increasingly Colorful World!

***Margit Lamm** is an organic farmer from upper Austria who joined 300 other delegates at the very first Terra Madre Austria meeting. Following the event's theme 'sow diversity, cultivate diversity, taste diversity and distribute diversity', here she tells us about her work growing a wide variety of heirloom vegetables ....*

***Austria** - Even before the diversity of cultivars began to fascinate me, it was the diversity in living and working on a farm, that strongly attracted me: entrepreneurial creativity, self-determined working hours, social cooperation, working outdoors and following the rhythm of the seasons, the meaningful activity, the ecological contribution and my personal love for agriculture. Social diversity is my big concern in the same way ecological diversity is – the cultivation of diversity.*

*My love for life and work on a farm was inherited from my parents. In the course of my studies I got to know agro-industrial production and consumer habits in large cities like Paris and London. My professional future became more and more obvious:*

*on the one hand the search for new possibilities on how small-scale farmers can ensure their income for full-time work, and on the other hand to provide consumers with ecologically and socially fair food.*

*Following this internal resolve, the cultivation of rare vegetables was the key to our success. A wide variety of rare vegetables attracts people and they can be used to reveal the social as well as ecological significance of diversity – the value of a small-scale farm.*

*By experimenting with the cultivation of diverse vegetables and direct marketing, we were able to increase interest in our work, and our customer base. The variety of our tomatoes helped us to attract quite a lot of attention in Upper Austria. At the farmers' market in Steyr and at the Südbahnhofmarkt (market at the southern railway station) in Linz, we achieve significant public interest, not only due to the tastiness of our produce but also due to their special cooking traits that strengthen customer loyalty to our products.*

*The colorful diversity on the market stands appeals to many people who are curious about the origin and significance of heirloom varieties. However, while we are busy making sales at the markets there is often not enough time to respond thoroughly to customers' questions. For this reason, we have decided to carry out experience-oriented events on our small farm in Allhaming starting from May 2010. During these workshops we will explain the great importance of rare vegetable varieties (ecological diversity) and the conservation of a small-scale farm (social diversity).*

*During these sessions, we will cover topics like food sovereignty, independence through fertile species and on-farm seed production, genetic engineering, as well as the social and ecological significance of regional organic farms. In addition, we will develop and test models in which consumers can actively experience the responsibility for ensuring our food supply, and present ecological investment models.*

*The colorful diversity of cultivars helps me to strengthen people's awareness of the value of local, small-scale, organic farms,*

*because these species convey many messages: culinary, political, social, and ecological ones. Every single vegetable tells a story! I consider it my obligation to pass on these messages to my customers using my produce, and I do so with pleasure and affection."*

**Margit Lamm** | Organic farmer  
margit.lamm@fairleben.at | <http://www.fairleben.at>

## In Print, On Screen

### True Costs of Cheap Meat

The film *Killing Fields: the battle to feed factory farms* exposes how vast plantations of soy in Paraguay, destined for animal feed in intensive farms, are causing an array of problems including deforestation, excessive pesticide use, poisoning, rising food insecurity, forced displacement of rural communities, violence, landlessness and poverty.

Produced by Friends of the Earth, Food and Water Watch and Via Campesina in conjunction with the Ecologist Film Unit, the film highlights the unsustainable nature of modern food production, and raises awareness of the real cost of factory farming systems supplying Europe's cheap meat and dairy.

**You can download the movie from this site:** [www.feedingfactoryfarms.org](http://www.feedingfactoryfarms.org)

### Homegrown Revolution

This film is a short introduction to a homegrown project that has been called a new revolution in urban sustainability. In the midst of a densely urban setting in downtown Pasadena, California, the Dervaes family have transformed their home into an urban homestead and model for sustainable agriculture and city living. The Dervaes family shows that change is possible, one step at a time.

**For more information or to buy the film:**

<http://homegrownrevolution.com>

**More information on the Dervaes family project:**

<http://www.littlehomesteadinthecity.org>

## CALENDAR

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

November 27-30, 2009  
Tours, France

**Vignerons d'Europe**  
December 5 - 8, 2009  
Florence, Italy

**Terra Madre Day**  
December 10, 2009  
International

**ALGUSTO – Saber y Sabor**  
December 11-14, 2009  
Bilbao, Spain