



ALL ABOUT TERRA MADRE,

Extract from *Terra Madre*, Carlo Petrini's latest book

Terra Madre first appeared on the global political and economic scene in 2004. It began as a large meeting of people from all over the world, but soon turned into a permanent network—or rather a number of networks—whose members work day by day, wherever they happen to be, to create a new economic, agricultural, food and cultural model.

Terra Madre is a concrete way of putting into practice what has been defined as “glocalism”: a set of actions carried out on a local scale to generate major repercussions on a global scale. It has evolved in the course of time and now has a policy of its own, shared values and medium and long-term objectives. Terra Madre is thus much more than just a biennial get-together. ...-... It is an open network of local food communities that welcomes anyone who shares its ideals, even if they do things differently or work in diverse geographical and operating contexts. It embodies a new approach to the production, processing, distribution and consumption of food, drawing liberally on the history of the world's populations, but also looking ahead. It's conscious of the mess we have gotten ourselves into, but it's not afraid of the future. The 1000 events organized for Terra Madre Day by the Slow Food and Terra Madre network, together have just proven it. Congratulations and keep the good work and the spirits up!

Carlo Petrini, Slow Food Founder and President

In Memory of Jan Wolf

As many of you will know, last August the founder and inaugural president of Slow Food Netherlands, Jan Wolf, passed away prematurely.

Those who were fortunate enough to know him recognized what a great person Jan was: cultured, intelligent, good company, kind, and always ready to help. A few years ago, during a very delicate time for our association in The Netherlands, Jan firmly and intelligently took control. He built up the national association and gave the movement a new political and strategic direction, culminating in June 2008 with recognition of the new Dutch National Board.

A few months ago, when his health was worsening, Jan asked to be involved at an international level, particularly on Terra Madre issues in developing countries, but unfortunately fate intervened.

To commemorate Jan and his enthusiasm for Slow Food, we have decided to dedicate the Wukro White Honey Presidium to his memory. It is a project that involves 17

producers in an arid rocky area in the north of Ethiopia, where living conditions are extremely difficult.

You can find a detailed description of this project on the Slow Food website.

This is our small tribute to the commitment and devotion which Jan always showed towards Slow Food, and for which we shall always be grateful.

Paolo di Croce, Slow Food International Secretary

SUPPORT SLOW FOOD PROJECTS

Slow Food Wukro White Honey Presidium, Ethiopia

Wukro is located in the heart of the Tigray, in the extreme north of Ethiopia on the border with Eritrea. It is an extremely arid region, with impressive red rocky mountains alternating with deep canyons and valleys.

After the main rainy season, the bees benefit from the short flowering period and produce an aromatic honey with very distinctive properties. Wukro White honey is mainly sold in bulk (in plastic drums) to intermediaries who pay a derisory price to the producers and often distribute it in the large towns, mixed with lower quality honey.

The Presidium involves 17 beekeepers and their families. In 2010 a building for honey extraction will be completed that will allow the beekeepers to improve the quality of their product by working in a more hygienic and sanitary environment. A shop will also be built where producers can sell their honey and other products directly to the public. Greater diversification by promoting other traditional products will help the local economy to be less vulnerable.

Supporting beekeepers in Ethiopia, not only helps to defend the country's biodiversity, but provides an additional source of income for the communities of this region which live in a subsistence economy based on growing cereals and legumes and keeping livestock.

The Wukro White Honey Presidium project in Ethiopia is dedicated to the memory of Jan Wolf, founder and first President of Slow Food Netherlands, who passed away in 2009. This is our small tribute to the commitment and devotion which Jan always showed towards Slow Food, and for which we shall always be grateful.

To find out more or make a donation:

<http://www.slowfood.com/donate/pagine/eng/progetti.lasso?-idp=014>

Terra Madre Day: A Thousand Ways to Celebrate

Terra Madre Day events took place around the world on Slow Food's 20th Anniversary.

More than 1000 events promoting 'eating locally' and sustainable food production

were held to celebrate 20 years of the international Slow Food association on December 10 this year, with our first ever **Terra Madre Day**. Communities across 120 countries, including Slow Food convivia, Terra Madre food communities and other organizations, came together in collective meals, community festivals, protests, workshops for children, excursions to producers and much more, demonstrating the Slow Food philosophy of good, clean and fair food and the breadth, inclusivity and diversity of our network.

Thanks to all of you who organized/participated in Terra Madre Day. Starting from our own local regions, with simple and small initiatives as well as larger projects, we are making important steps towards a better food future and society, respectful of local cultures, biodiversity, the environment and the earth that supports us, while knowing we are part of a world network for change. Terra Madre Day will now become an annual part of the Slow Food year, so mark it in your calendars and include it in your activity plan for 2010!

To find out what happened around the world, and how communities from Afghanistan to Venezuela choose to celebrate Terra Madre Day, visit the website to read the many stories and view the photographs that have been posted since December 10:

www.slowfood.com/terramadreday

If you would like to share your story or photos of Terra Madre Day, please write to: **tmday@slowfood.com**

Defending Biodiversity

Facts and figures from 2009

2009 was a busy year for Slow Food projects in defense of food biodiversity around the world. Here is a brief overview of the three principal projects coordinated by the Slow Food Foundation for Biodiversity, and developments over the past 12 months:

Ark of Taste: 47 new products (7 from Austria, 8 from Brazil, 16 from France, 1 from Portugal, 7 from Canada, 4 from Italy, 3 from Norway, 1 from Great Britain). As of July 2009, Didier Chabrol (Slow Food France) became the new International Ark Commission President.

Presidia: In 2009 15 new Presidia were created worldwide, bringing the total number to 314. The first Presidium in Kenya was established to defend a local poultry breed following a research project carried out by two Kenyan graduates of the University of Gastronomic Sciences to catalog traditional products. Meanwhile in Tajikistan, a Presidium has been established in the Pamir Mountains to protect more than 60 varieties of mulberry, a wild resource providing an important source of food for communities in this high mountain area. Considerable work was also done in northern Europe, with new Presidia started in Austria, Netherlands, Germany and Switzerland. In Italy, work has focused on promoting the existing Presidia (176) and a new project was launched to create an alliance between cooks and Italian Presidia that currently involves more than 200 restaurants.

Earth Markets: 4 new Earth Markets were launched in 2009: in Beirut (the third Lebanese market), Tel Aviv, Bucarest and Milan. Slow Food Brazil organized an important training seminar on this project, with the intention of opening various

markets in 2010. A new website earthmarkets.net was developed this year, and includes information on each market, including information about the individual producers.

www.earthmarkets.net

To find out more about our projects to protect biodiversity and to view or download our new publications, visit the Foundation's website.

www.slowfoodfoundation.com

Education

Becoming co-producers

Through its educational activities, Slow Food endeavors to create a new connection between food, the land and people. Education revolves around a concept of taste and pleasure from eating food. Various initiatives are organized for members and schools: innovative educational approaches based on the **discovery of food through the senses**. People are stimulated to find out more and to taste particular food products, unlike a nutritional model which focuses on what you should and shouldn't eat. It is a **deductive model in harmony with personal pleasure**, which also includes an ecological commitment and the concepts of a short chain and local production. It seeks to give a voice and proper recognition to those producing food while respecting the environment, culture and future generations. It promotes a move from being a consumer to being a co-producer. The educational initiatives introduced so far use a whole range of different methods—stories, simulation, cinema, tasting and doing.

Furthermore, Slow Food views **learning as a reciprocal process**—a group of people who share knowledge—and is focused on helping other people to better understand where food comes from, how and by whom it is produced. That is why many education projects develop through the creation of a “**learning community**”, bringing together different people with varied skills (e.g. parents, farmers, dieticians, teachers, city councilors and cooks) whose joint influence can bring about better, more aware and more responsible food choices.

While some countries have an extensive Slow Food network that has been focusing on education for years, and may have even developed national programs, other regions are in the very early stages, with just a few convivia that are slowly, but creatively integrating education into their activities. From Uganda to Canada to Italy, Slow Food is developing innovative educational activities all around the world. **To read more about these activities, download the Slow Learning report here:**

http://www.slowfood.com/educazione/eng/resource_material.lasso

To bring Taste Education approach to more people, the Education Office produced a new kit **To the Origins of Taste** in 2009. Available in eight languages, the sensory 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 sensory stations and a pre-recorded, guided tasting. The kit has had around 350 requests so far, mainly by convivium leaders, and it has been used across all continents at community events and in schools, and is getting very positive feedback.

Another international project launched this year is the Slow Food **Dream Canteen**, a European network of schools working towards better student meals and increased

awareness of food issues. So far 18 schools from 16 countries are participating in the project, each working on various aspects of improving their canteen service: reviewing tenders, shortening the food chain to use fresher, seasonal local food, waste management, promoting conviviality and healthy food during meals, as well as integrating sensory education and food culture topics to their classrooms.

In 2010, Slow Food will reflect on the wealth of experiences generated by our education projects around the world and bring them together to produce the **Slow Food Taste Education Manifesto**. This manifesto will provide a clear, common platform for the future, and will be presented at Terra Madre in 2010.

A Year of Campaigns and Events

Canteens

The need to improve food served in public canteens has been the focus of national campaigns in France and in the USA in 2009.

In France, a summer university was organized on the topic of hospital, school and professional canteens, and a petition and manifesto was sent to all newly elected politicians to raise awareness on the poor quality food served in public catering and its impact on local economies.

In the USA, more than 300 Eat-Ins occurred across all 50 states this past September in the Slow Food USA's Time for Lunch campaign – a campaign to update the national Child Nutrition Act that sets policy for the food that more than 31 million children eat at school everyday. To date, Slow Food convivia have sent more than 1,900 letters to their legislators demanding change around the Child Nutrition Act and efforts will be scaling up at the beginning of 2010 to get even more letters sent. The campaign's goal is to invest in children's health by increasing funding for school lunch programs, protect kids from junk food sold at school and link schools to local farms to teach health eating. Watch for updates on the Time for Lunch campaign site at www.slowfoodusa.org/timeforlunch.

Raw Milk & Cheese

Slow Food's work promoting raw-milk cheese has continued throughout the year. The seventh edition of the biennial event Cheese was held in Italy in September - an international reference point for dairy artisans and cheese enthusiasts from around the world, with its exploration of the thousands of aspects of cheese, from dairy animals to the finished product. Over its 12-year history, the Slow Food Cheese campaign has been making steady progress in restoring raw milk's reputation among consumers, confirming it as an important element in the sensory quality in cheese that is strongly tied to regions.

[Download the Slow Food Manifesto in Defense of Raw Milk Cheese here.](http://www.slowfood.com/about_us/eng/campaigns.lasso)

http://www.slowfood.com/about_us/eng/campaigns.lasso

[Find out more about Cheese the event here.](http://www.cheese.slowfood.com/welcome_eng.lasso)

http://www.cheese.slowfood.com/welcome_eng.lasso

Slow Food in Australia also launched a public campaign in October this year to give artisan cheesemakers the right to produce – and consumers to eat – Australian raw milk cheese. It calls on Food Standards Australia New Zealand to enable Australian cheesemakers to make and market quality raw milk cheese, and for the development and enforcement of safety and labeling laws and regulations that will maintain Australia's integrity as a 'clean food' nation. Slow Food President Carlo Petrini, supported this campaign during his visit to Australia in October, and in his address at the Sydney Opera House.

To sign the petition

<http://www.ipetitions.com/petition/m0i9l10k/>

To listen to Carlo's speech at the Sydney Opera House:

http://www.regionalfood.com.au/slow/slow_opera_18oct09_r3/main.htm

Slow Fish

The 2009 edition of the Slow Fish event in Genoa focused more than ever on sustainable choices, with discussion of the issues that threaten the seas and protection of well-known species threatened by extinction due to over-fishing. A user-friendly consumer guide for the Mediterranean area was launched during the event to stress the importance of choosing fish that are in season, the right size, have healthy stocks, and those that are lesser-known (to take the pressure off threatened species). Slow Food is now producing a website in 4 languages that will give visitors a comprehensive and balanced view about the issue and provide consumers, cooks and fishmongers with practical advice about sustainable fish consumption/promotion. The section of the site focused on choosing fish species avoids the "no" list approach - aside from listing some of the most common and extremely endangered species found on all international markets. Instead, it emphasizes the need to research local, sustainable fish, according to well-explained criteria and provides a resource section including regional guides, articles and useful contacts. The site will also give visibility to the Slow Fish Challenge launched earlier this year and other related activities and projects by Slow Food and the Terra Madre network around the world. The site will be available online beginning of 2010.

Artisan production and a short chain

Slow Food has launched a national campaign in Bulgaria to support artisan products and direct sale by creating a "Clean Food Fair Livelihood" coalition with other NGOs working in this area. Press conferences, campaigns and discussions over the year have enabled proposals to be developed which were presented to the Ministry of Agriculture. The ministry has now started discussions with Slow Food in Bulgaria regarding the possibility of amending current national regulations and adding a section on traditional products to be protected.

Other Slow Food and Terra Madre Events

Many other Slow Food events took place in various countries, focusing on different geographical areas or products: Eurogusto in Tours focused on European food traditions; Algusto in Bilbao, Spain focused on the Atlantic coast; at the "Markt des guten Geschmacks" (Market of Good Taste) in Stuttgart Germany, there were 350 exhibitors of high-quality regional products; while Vignerons d'Europe brought together 600 small-scale wine producers who are trying to protect traditional and family winemaking in the face of new European laws.

Meanwhile, Terra Madre regional events were held in Tanzania, Argentina, Austria,

Norway, and Spain, as well as the Terra Madre Young Europeans event in Tours.

Food for Thought

Extracts from the Italian Slow Food magazine

The Terra Madre Day invitation to celebrate by eating local was expanded upon with seven principles of gastronomic wisdom. They are a fertile stimulant for insightful reflection, and seven authors explore these themes in the most recent edition of the Italian magazine *Slowfood*. Two of these articles are available in English...

1. Food grammar, by *Carlo Petrini*

2. Agrobio declinations, by *Miguel Altieri*

<http://www.slowfood.com/sloweb/eng/dettaglio.lasso?cod=C2744B881dcd2AA3CoLr416C9E3>

3. I eat Wolof, by *Madieng Seck*

4. Biopiracy vs sharing, by *Vandana Shiva*

5. The taste of a people, by *Sonya Orfalian*

6. An indissoluble but disrupted link, by *Luca Mercalli*

7. Is the price fair?, by *Raj Patel*

<http://www.slowfood.com/sloweb/eng/dettaglio.lasso?cod=C2744B881dcd29DFALQS411F669>

Books and Films

Terra Madre

A journey inspired by Terra Madre and its communities which examines the issues championed by the Slow Food association and explores a future where the Terra Madre network marks a shift from current global agrifood policies. The book is accompanied by the DVD "Gente di Terra Madre" (Terra Madre People), a 25 minute film presenting Terra Madre 2008.

***Terra Madre, come non farci mangiare dal cibo*, Carlo Petrini, co-edition Giunti-Slow Food Editore, 2009**

To buy the book, click here:

http://store.slowfood.it/store_it/pagine/dettagli.lasso?cod=9788809744363

Armenian Cuisine

Journey into the culinary culture of a people

Sonya Orfalian has undertaken and successfully completed a monumental work which not only records over 130 dishes, but also the roots and developments of a thousand year old culture. Its traditions are all the more worth cataloging and describing as they have been abused, misunderstood and torn from their original homelands.

La cucina d'Armenia, viaggio nella cultura culinaria di un popolo, Sonya

Orfalian

To buy the book, click here:

<http://www.ponteallegrazie.it/scheda.asp?editore=Ponte%20alle%20Grazie&idlibro=6519&titolo=LA+CUCINA+D%27ARMENIA>

Good cuisine by Gérard Vives

Gérard Vives, a well-known chef closely associated with Slow Food for many years, and a passionate supporter of sustainability and democratic access to food, recently published the cookbook "Good cuisine, inexpensive and healthy". In the chapter on fish, he excludes dishes using endangered species and explains why.

La bonne cuisine, bon marché, bonne pour la santé, Gérard Vives, éditions du Rouergue, 2009

To buy the book, click here:

http://www.amazon.fr/bonne-cuisine-marché-pour-santé/dp/2812600411/ref=sr_1_1?ie=UTF8&s=books&qid=1260358231&sr=8-1

Traditional recipes from Mali

A community of cooks and producers from Mali, particularly, Mariam Diallo and Awa Diarra, in collaboration with the Slow Food Foundation and the French NGO Amina 2000 and with the support of Brescia con Gusto, have published the illustrated cookbook "Eat well, Malian cuisines, culture and tradition", with more than 70 traditional Malian dishes.

Bien Manger, cuisines, culture et tradition maliennes, Mariam Diallo et Awa Diarra

To download the pdf version of the book, click here.

"Story of Cap and Trade"

Why you can't solve a problem using the same logic that created it

Some time before the Copenhagen Climate Conference, and after "The Story of Stuff", the Free Range studio launched a second animated film ironically explaining in 9 minutes the "Cap and Trade" system, one of the main solutions proposed to stop climate change.

To view the video, click here:

<http://multimedia.slowfood.com/index.php?lng=2&method=multimedia&action=zoom&id=34140>

Video:

100 rallies for the climate

<http://multimedia.slowfood.it/index.php?method=multimedia&action=zoom&id=34139>

Photo:

The Tallouine Saffron Presidium

<http://multimedia.slowfood.com/index.php?lng=2&method=gallery&action=zoom&id=4120>

Message from the Communication Office

The Communication Office would like to thank you for the many comments, encouragement and particularly for the stories you have sent us.

Terra Madre Day has allowed us to yet again admire the maturity and cooperative spirit inspiring Slow Food and Terra Madre, united in a single great network!

We hope that next year you will continue with the extraordinary work you are doing in your local areas in such a positive way. We also hope to continue receiving your stories. We wish you a good holiday and all the best for the New Year. We'll be in touch in February.