THE SLOW FOOD COMPANION
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The Philosophy
Celebrating Good, Clean and Fair Food

Whether standing at a barbecue, kneeling on a tatami mat or seated at an elegant restaurant, eating is fundamental to living. Elevating the quality of our food and taking time to enjoy it is a simple way to infuse our daily lives with joy. This is the philosophy of Slow Food.

With food so central to daily life, it naturally follows that what we eat has a profound effect on our surroundings as well - the rural landscape of the countryside, the duration of tradition and the biodiversity of the earth. For a true gastronome, it is impossible to ignore the strong connections between plate and planet.

And behind every plate, there are the people that made it possible - the food producers that uphold traditions of cultivation or production, that work to nourish and satisfy us.

These are the considerations that inform the Slow Food philosophy. The food we eat should taste **good**; it should be produced in a **clean** way that does not harm the environment, animal welfare or human health; and its producers should receive **fair** compensation for their work.
We consider ourselves **co-producers**, not consumers, because by being informed about how our food is produced and actively supporting those that produce it, we become a part of and a partner in the production process.

Founded in 1986 in Italy, Slow Food became an international non-profit organization in 1989 and is currently made up of over 850 convivia, or chapters, whose vast network of 80,000 members is the greatest strength of the movement.

The international headquarters of Slow Food is located in Bra, Italy. Slow Food works locally as well as with international policymakers such as the United Nations Food and Agriculture Organization. It has forged friendships with governments throughout the world, consulting for Italy’s Minister of Agriculture, working with New York City’s mayor and collaborating with the Brazilian government.
Mission

Through its understanding of gastronomy with relation to politics, agriculture and the environment Slow Food has become an active player in agriculture and ecology. Slow Food links pleasure and food with awareness and responsibility. The association’s activities seek to defend biodiversity in our food supply, spread the education of taste, and connect producers of excellent foods with co-producers through events and initiatives.
Defense of Biodiversity

Slow Food believes the enjoyment of excellent foods and wines should be combined with efforts to save the countless traditional cheeses, grains, vegetables, fruits, and animal breeds that are disappearing due to the prevalence of convenience food and agribusiness. Through the **Ark of Taste** and **Presidia** projects (supported by the **Slow Food Foundation for Biodiversity**) and **Terra Madre**, Slow Food seeks to protect our invaluable food heritage.

Taste Education

In a world where the pleasures of taste are not always learned through leisurely meals around a lively table, we must make a conscious effort to explore, question and experiment. This is the aim of Slow Food's taste education initiatives. **Convivium activities** introduce new foods
to members while Taste Workshops offer guided tastings with food experts. Our youngest eaters benefit from Slow Food in Schools and true gastronomes are trained at the University of Gastronomic Sciences.

Linking Producers and Co-producers

Slow Food organizes fairs, events and markets to showcase products of excellent gastronomic quality. The huge success of the international food festival Salone del Gusto, with its cornucopia of foods to be tasted and bought, supports producers while offering up a world of delights to the public. Terra Madre gives producers from all over the world the opportunity to meet and exchange experiences. Other events include Cheese, Slow Fish, Salon du Goût et des Saveurs d'Origine and A Taste of Slow.
The Association
Convidium is a Latin word that means 'a feast, entertainment, a banquet', and Slow Food uses this fitting name for its local chapters. Convivia are a local expression of the Slow Food philosophy and more than 850 convivia worldwide form the linchpin of the movement.

“Too few of us, perhaps, feel that the breaking of bread, the sharing of salt, the common dipping into one bowl, mean more than satisfaction of a need.”

Yuan Mei, Chinese poet

The convivia build relationships with producers, campaign to protect traditional foods, organize tastings and seminars, encourage chefs to use local foods, nominate producers to participate in international events and work to bring taste education into schools. But most importantly, they cultivate the appreciation of pleasure and quality in daily life.
Slow Food is a grassroots association open to all, and the diversity of its members is one of its greatest strengths. Anyone can become a member of Slow Food, by contacting a local convivium leader or via www.slowfood.com. Membership lasts one year and is renewable; an expiration date is printed on the back of each membership card. Members are part of a large and diverse international community as well as a smaller local community, the convivium. Members are also sustainers of the Ark and Presidia projects in defense of biodiversity: a portion of each membership fee goes directly to fostering the growth of Slow Food and its projects in developing countries. Members have the opportunity to join convivium committees or to open a new convivium. Members can take an active role in determining the character of their convivium and organizing events or simply join in on the activities that interest them on a local, national and international level. Membership benefits include a selection of Slow Food publications plus four national newsletters (where available), discounts on Slow Food merchandise and the right to participate in all Slow Food organized events.

The Members

“Be the change you want to see in the world.”

Mahatma Gandhi
Slow Food is an international association that has developed many structural entities to help realize its projects. The convivia form the base of the international association, which is led by an International Executive Committee elected every four years at the Slow Food International Congress. Besides the president and vice-presidents, there is also a President’s Committee and an International Council with representatives from countries with at least 500 Slow Food members. Some countries (see diagram below) have national associations governed by national executive committees. National associations coordinate Slow Food events and projects with deeper knowledge of the members and needs of their own countries. The Foundation for Biodiversity (page 21) was founded in 2003 to support Slow Food’s projects that defend agricultural biodiversity and gastronomic traditions, with a particular focus on developing countries. Terra Madre (page 24) presents a new frontier for Slow Food and its concept of good, clean and fair food. It has created and continues to develop a network among food producers, distributors, cooks, academics and all those who work for responsible and sustainable food production. Slow Food created the University of Gastronomic Sciences (UNISG, page 16) to offer a multidisciplinary academic program in the science and culture of food. UNISG is another way in which Slow Food brings together the innovations and research of the academic and scientific world and the traditional knowledge of farmers and food producers. Some national associations have created for-profit companies to manage commercial events and ventures whose earnings go to support the associations’ activities.
“Everyone should have the right to wholesome, affordable food. What could be a more delicious revolution than to start committing our best resources to teaching this to children?”
Alice Waters, Slow Food Vice President

With a fresh, innovative approach based on reawakening and training our senses, Slow Food views tasting as an educational experience that broadens awareness. Slow Food organizes educational programs at all levels and for everyone: children, teachers, members and anyone wishing to attend a Slow Food event. In Italy, courses for adults have grown into a national program called Master of Food, organized around 23 courses on different elements of gastronomic culture. For more information on this program, you can write to masteroffood@slowfood.it.

**Convivium activities** range from visits to apple orchards in Tasmania to daylong food and wine trails in France. Through tasting new foods, engaging in courses and visiting farms, convivium members refine their awareness of flavors and expand their knowledge and appreciation of production. By working with schools and local producers and organizing symposiums with authors and experts, convivia bring taste education and awareness of current issues to a larger public.

**Taste Workshops**, a hallmark of Slow Food’s international and local events, allow participants to taste products while these are discussed and explained by producers and experts. A workshop can concentrate on one specific product, such as honey, or compare different foods obtained in a similar way, such as fresh mozzarella and caciocavallo, two very different spun cheeses. There is an emphasis on matching food and drink, whether traditional (wild game with red wines) or innovative (beer and chocolate).
Slow Food in Schools

Taste must be learned, and taste must be taught, at any age. At the Slow Food International Congress in 2003, the more than 600 delegates decided that each convivium should create a **school garden**. Slow Food convivia worldwide work with schools to bring edible gardens and taste education to children.

**Landquart, Switzerland**

In 2003, the Bündner Herrschaft Convivium began the Plantati project to give children a chance to participate in all phases of organic potato cultivation, from the planting of seeds in late April to the harvest in August. After the harvest, the students learned to cook various dishes using the potatoes they grew.

**Styria, Austria**

Slow Food Styria has been working with local schools since 2005. Through games and activities trained on the senses, children from 15 Austrian schools learn hands-on about the produce from their school gardens that they cultivate with the help of teachers and family members. They also created an exchange network of seeds, plants and even stories about several heirloom varieties. The younger students tend the strawberries and aromatic herbs, while the older ones cultivate the vineyard and orchard. The students’ work helps maintain the rural culture of their area.
St. Louis, USA
Beginning in 2004, Slow Food Missouri has worked with the Center of Contemporary Arts to host an afterschool program designed to expose students of an inner city elementary school to locally grown food and to teach them how to prepare it. The eight-week program elicits the help of chefs and farmers, and the foods grown by students may soon reach their cafeteria.

Hong Kong, China
Slow Food Hong Kong works in conjunction with the Department of Education at Hong Kong University to offer summer Food and Cooking Courses for Kids. Launched in 2004, the weeklong courses teach children the basics of Asian cooking, from rolling sushi to wrapping a spring roll, and organizes outings to visit farms and kitchens.

Caltanissetta, Italy
A Sicilian elementary school joined the school garden program (which now includes 90 schools) in 2006. A learning community made up of children, parents, grandparents, teachers, producers and other local volunteers was formed to follow the project. Together, they guide the children in learning about plants and environmentally sustainable practices and in rediscovering tastes that are disappearing. The program touches on social aspects, the environment, sensorial education and educated consumption.
There's no cooking at UNISG: instead, students attend classes in subjects like Botany, Food Technology, History of Agriculture, Sensory Analysis and Anthropology. The curriculum combines humanities and sciences with food technology and culture, the defense of biodiversity and the protection of food traditions. UNISG's extensive program of stages, or field seminars, brings students into direct contact with food producers around the world.

At the campus in Pollenzo, in Piedmont, 65 students from all over the world enroll each year on the three-year undergraduate degree course in Gastronomic Sciences, taught in Italian and English. Another campus in Colorno, in Emilia-Romagna, hosts 50 students in two postgraduate master courses.

UNISG is a private university founded by Slow Food in collaboration with the Regional Authorities of Piedmont and Emilia-Romagna. As the first academic institution in the world dedicated to the study of gastronomy, it teaches the philosophy behind Slow Food to a new generation.

For more information on the University of Gastronomic Sciences, visit www.unisg.it.
Publications

“Food is our common ground, a universal experience.”

James Beard, American gastronome

To share the philosophy, Slow Food created a publishing house, Slow Food Editore, an international website, www.slowfood.com, and national newsletters.

**Slow Food Editore**

Slow Food’s involvement in publishing began in 1986 when it helped found *Gambero Rosso*, the food and wine supplement of a Roman newspaper. In 1987 it published the first edition of *Vini d’Italia* (Italian Wines), to this day the most important annual guide to Italian wine, available in Italian, English and German. Other books on food and wine followed, and Slow Food Editore was founded in 1990. The company’s catalogue now boasts more than 100 titles that include food and wine guides, tourist guides, cookbooks, essays and manuals.
National Newsletters

A true expression of Slow Food’s local identity, the quarterly national newsletters are the most direct means of communication for countries where Slow Food has a strong network of convivium. All members are invited to contribute with stories about regional foods, presidia projects, education initiatives, convivium events and other ‘slow’ happenings. In 2006, 12 countries produced national newsletters.

Slowfood.com

Since 2001, www.slowfood.com has been the ‘virtual’ voice of the international Slow Food movement. The site continues to be a work in progress, charting the movement's activities as they evolve. At the heart of the site is Sloweb, a dynamic on-line magazine with news and articles by a variety of distinguished specialists and connoisseurs, from Matthew Fort, food editor of the British The Guardian newspaper, to Indian environmental activist Vandana Shiva.

The website also offers a convenient way to learn about and buy tickets for Slow Food’s big events. Convivium can post their news on the international site, which is linked to dozens of national and local Slow Food websites.
Defense of Biodiversity
Today, we rely on very few crop species for human nutrition - less than 30 plants provide 95% of the world’s nutrition. In the past century, 300,000 plant species have become extinct. Since the beginning of the twentieth century America has lost 93% of its agricultural products, Europe almost 85%.

The Slow Food Foundation for Biodiversity is the non-profit entity behind Slow Food’s projects in eco-gastronomy. Founded in 2003 by the Slow Food movement in partnership with the Region of Tuscany, its mission is to organize and fund projects that defend our world’s heritage of agricultural biodiversity and gastronomic traditions.

The Foundation’s direct financial contributions are especially dedicated to the world’s less developed countries, where conserving biodiversity means not only improving quality of life, but actually saving lives, communities and cultures. Funds are used to support Slow Food’s projects in biodiversity, including the Ark of Taste and Presidia.

To donate or learn more about the Foundation for Biodiversity, the Ark of Taste or the Presidia, visit: www.slowfoodfoundation.com

“A Variety is the soul of pleasure.”

Aphra Behn,
The Rover, 1677
The Ark of Taste

The Ark of Taste aims to rediscover and catalogue forgotten flavors, documenting excellent gastronomic products that are in danger of disappearing. Since the initiative began in 1996, more than 500 products from dozens of countries worldwide have been added to the Ark, including everything from Argentinean Capia corn to Sicilian Monti Iblei thyme honey to Finnish Kalakukko bread.

Through the Ark, these foods are documented and acknowledged, and the Ark serves as a resource to those interested in reviving rare breeds and learning the true wealth of foodstuffs the earth offers. Every country’s Ark commission - composed of researchers, scientists and food experts - is responsible for selecting products to join the Ark. The International Ark Commission, composed of representatives from the national commissions, sets guidelines for the national commissions and evaluates Ark product candidatures from countries which do not yet have an Ark commission.
Presidia are small projects devoted to assisting groups of artisan producers. The concept was developed by Slow Food in 2000 to be the working arm of the Ark of Taste, facilitating the presence in the marketplace of diverse traditional foods. From Canada’s native Red Fife wheat to Moroccan argan oil and Oosterschelde lobster from the Netherlands, Slow Food’s presidia work around the globe to promote foods, develop markets, safeguard heritages and educate consumers.

Presidium strategies vary according to the project and product. They range from bringing together producers, coordinating promotion and establishing authenticity guidelines to direct investment in the facilities farmers use. Slow Food presidia work in different ways, but the goals remain constant: to promote artisan products; to establish production standards with producers that ensure a quality product; and above all, to guarantee a viable future for traditional foods.
Terra Madre is Slow Food’s project to create an international network of food communities, cooks and academics, in order to establish a new small-scale food production system that focuses on good, clean and fair food, is more respectful of people and the Earth, and helps preserve the world’s diversity of tastes and foods.

Terra Madre began in Turin in 2004 with the groundbreaking world meeting of food communities. Terra Madre supports small-scale, sustainable and traditional agriculture in a world dominated by industrial agriculture. Farmers, producers and distributors have since been inspired to organize smaller meetings, setting up international exchanges and networks. They are very much a part of the Slow Food philosophy, and many of them have joined the movement as well.

Every other year, the representatives of different sectors of the food production world meet in Turin to discuss the issues that concern them, to share their experiences with each other and to make their voices heard. During the meeting, delegates participate in workshops and discussions structured around the central themes of sustainability, biodiversity, community and local development.
Terra Madre provides the opportunity for a California apricot grower to connect with a Peruvian fruit producer, and for Canadian and Ethiopian wheat growers to share meals, discussions and friendships. It is a celebration of the small-scale producer, with everyone from Frei Betto, undersecretary to President Lula of Brazil, to His Royal Highness the Prince of Wales and Giorgio Napolitano, President of the Italian Republic, lending their support.

In 2006, the second edition of Terra Madre gathered 9,300 participants, including 5,000 artisanal food producers, farmers and fishermen representing 1,600 food communities from 150 countries; 1,000 cooks; more than 400 academics representing 225 universities; and 2,300 NGO and institutional representatives. The event also drew 1,000 journalists. Terra Madre is now also going regional, with meetings in Sweden, Brazil and the Middle East...

For more information on Terra Madre, visit www.terramadre2006.org.

“A food community is a physically identifiable entity that holds values, interests and common purposes and is engaged in seed saving, harvesting, breeding, animal husbandry, farming, fishing, food processing, food distribution, marketing, education and other eco-gastronomic activities on a small scale in order to bring quality food products to consumers.”

Carlo Petrini
Linking Producers and Co-producers
“For producers, Slow Food is both a benchmark and an umbrella under which to shelter against growing red tape - it offers us small producers an incentive to not be dragged down the commercial route.”

Peter Gott, Sillfield Farm, England

Slow Food organizes events to celebrate and promote producers who grow delicious foods in ecologically friendly ways. Convivium and international events provide an opportunity to strengthen the relationship between producers and co-producers, a fundamental step to creating a more delicious future.
Salone del Gusto

Every even-numbered year in October, Salone del Gusto welcomes an increasing number of visitors (172,000 people came to the 2006 edition) to Turin, Italy. During the five days of the event, they can visit an enormous market filled with rows of sweets, grains, cured meats, pickled vegetables, cheeses, jams, beers, champagnes and every imaginable food specialty from dozens of countries; as well as an Enoteca with thousands of wines uncorked for tasting. They can participate in several hundred Taste Workshops, Slow Tour culinary excursions into the Piedmont and a Theater of Taste with famous chefs cooking for an enraptured audience. There also are several spaces dedicated to taste education for children and adults.

Salone del Gusto offers a venue for conscientious producers to connect with a public ever more interested in quality food and is also an ideal place to introduce taste education and inform the public about the threats to biodiversity. Above all, it is a place to explore the pleasures of the palate.

For more information, visit www.salonedelgusto.com.
From tangy mountain pasture toma to spun strands of buffalo mozzarella, the forms of milk are so numerous and varied that Slow Food saw fit to dedicate one of its grandest festivals to cheese. Cheese is held biennially in Bra, Italy, a historical center for the aging and sale of cheese.

The first edition of Cheese was held in 1997, and it has grown so popular that over 100,000 visitors - about three times the entire population of the town - pass through Bra over the course of the three-day September event. Cheese provides an opportunity to turn the public’s attention to important issues such as the legal battles facing raw milk cheese producers and the disappearing transhumance tradition, as well as to present hundreds of cheeses from all over the world.

**Slow Food and Raw Milk Cheese**

Pasteurizing milk kills the potentially harmful microorganisms that can come from leaving it at unsuitable temperatures or milking unhealthy animals. However, when cheese is made with care on a small scale, pasteurization is an unnecessary step that kills the beneficial microflora that contribute to its unique flavor. It is no coincidence that many of the great cheeses of the world are raw milk cheeses: from Parmigiano Reggiano to Roquefort and Emmenthaler.

In 2000, Slow Food gathered 20,000 signatures for its **Manifesto in Defense of Raw Milk Cheese** (available at www.slowfood.com), to protect the rights of cheese makers in countries where overzealous hygiene laws make creating raw milk cheese increasingly difficult. All of Slow Food’s cheese presidia are made from raw milk, and Slow Food in the USA, Ireland, Great Britain and Australia are particularly focused on protecting the right of producers to make these cheeses.
The worldwide stock of large ocean fish has diminished by 90% since World War II, while consumption of fish shows no signs of abating. Intensive industrial fishing is destroying a traditional source of food and making seafood less safe to eat. In this context Slow Food organized the first edition of Slow Fish, the sustainable seafood Salone, in 2004, the second in 2005, and the third in 2007. Held in the Italian port city of Genoa, Slow Fish brings together food communities involved in the world's fisheries to discuss the crisis in our oceans and other waterways and explore solutions that still allow for the responsible enjoyment of seafood. Slow Fish visitors can attend conferences and Taste and Water Workshops, sample and purchase numerous quality products at the seafood market and participate in a number of other activities that highlight seafood and fishing issues.

Slow Food and Fishing

It's hard to simplify the many factors that influence the health of fish populations. They range from pollutants in the ocean to global climate change. Fish is the only primary protein source in the developed world that comes primarily from the wild, and recently it has also become one of the most problematic.

How can Slow Food promote the consumption of a product we should be eating less of? Slow Food presidia support small-scale inshore fishing and traditional methods of fishing, processing and preserving which are sustainable and produce outstanding products that form part of our cultural identity. Slow Food promotes the consumption of fish from lower down on the food chain - the smaller, spinier fish that have long been a base of Mediterranean coastal cuisine.

Consuming these lesser known but equally tasty fish relieves the pressure from more popular menu choices. Last, wild fish stocks are protected by supporting traditional low-impact types of fish farming, such as oyster farming and low-density freshwater pool systems, which produce a tastier product than industrial counterparts.
In addition to international events, convivia, often with the support of the national offices, organize hundreds of national and regional events. These include:

**Salon du Goût et des Saveurs d'Origine, Montpellier, France**
A biennial celebration of terroir, showcasing food and wine from all over the world and international presidia projects that are particularly representative of local taste and culture. It includes a big Market of Taste, dozens of Taste Workshops, ethnic cooking demonstrations and an Enoteca with hundreds of bottles to sample.

**Slow Bier, Münchberg, Germany**
Slow Food’s very first event celebrating artisanal beer and the culture of brewing takes place in Münchberg, in northern Bavaria. Among the events offered to visitors is an exhibition and market of artisanal beers from the area and from other European countries, a bar with over 80 different beers, stands offering cured meats, cheeses, and breads, and Taste Workshops showcasing the diversity and richness of beer styles.

**A Taste of Slow, Melbourne, Australia**
Australia’s largest Slow Food event features a two-week program of classes, dinners, discussions and tasting opportunities. Visitors will have the opportunity to learn from local and international food experts and chefs, to taste Australia’s best food products and to meet the food producers behind them.
Slow Food Ireland Weekend, Ireland
At this annual weekend of Irish food, drink and culture, visitors feast on wild smoked salmon and Kerry beef and visit artisan producers of black pudding and raw milk cheese with Irish food historians, journalists and chefs. A farmers' market and Taste Workshops round out the weekend.

Urban Harvest, New York City, USA
Slow Food USA and the French Culinary Institute team up to bring the harvest to Manhattan. A true blend of city and country, Urban Harvest celebrates the season by harvesting from metropolitan and rural areas.
From apple tastings to a cheese cave where attendees sample raw milk farmstead cheeses from the Northeast, Urban Harvest provides the urban resident with a taste of the countryside. What better way to celebrate autumn in the city?

Convivia and Terra Madre Meeting, Machakos, Kenya
Representatives of Kenya convivia and Terra Madre food communities meet in Machakos with government officials and local NGOs to discuss issues in local food production and distribution and to talk about the work they do.
Taking it Slow
Slow Food is the intersection of ethics and pleasure, of ecology and gastronomy. A stand against the homogenization of taste, the unrestrained power of the multinationals, industrial agriculture and the folly of fast life, Slow Food returns cultural dignity to food and the slow rhythms of conviviality to the table.

“The pleasures of the table are for every man, of every land, of every place in history or society; they can be a part of all our other pleasures and they last the longest, to console us when we have outlived the rest.”

Jean Anthelme Brillat-Savarin, French gastronome

Slow Food welcomes with equal ease Japanese chefs and the fishermen of the Chilean Islands, vignerons from the greatest French châteaux and Siberian dairymaids. It is a universe of people who exchange knowledge and experience. It is a humanity that has raised the basic enjoyment of food to a political act. It recognizes that behind every dish are the choices made in fields, on ships, in vineyards, at schools and in parliaments.
Why is it called Slow Food?
A nod to the contrast with fast food values, Slow Food is a reference to living an unhurried life, beginning at the table.

Why is the snail our symbol?
The snail was chosen because it moves slowly and calmly eats its way through life.

Why was Slow Food born in Bra, Italy?
Bra, home of founder Carlo Petrini, is located in an area famous for its wines, white truffles, cheese and beef. Food has traditionally been an integral part of socializing on the Italian peninsula. This town provided the perfect incubator for the Slow Food movement.
What are Slow Cities?
Slow Food has encouraged the growth of the Slow Cities movement, an autonomous group of towns and cities committed to improving the quality of life of their citizens, especially in regards to food. Slow Cities adhere to a series of guidelines to make them more pleasant places to live, such as closing the center of town to traffic one day a week and adopting infrastructure policies that maintain the characteristics of the town. Slow Cities seek to safeguard traditional foods, creating spaces and occasions for direct contact between consumers and quality producers. Slow Cities have sprung up everywhere from Norway to Brazil, with several dozen in Italy alone. For more information on Slow Cities, visit www.cittaslow.net.

Does Slow Food mean organic?
Slow Food is in favor of the principles behind organic agriculture, like promoting agriculture that has a low impact on the environment and reducing pesticide use around the world. Yet Slow Food maintains that organic agriculture, when practiced on a massive and extensive scale, is very similar to conventional monoculture cropping and therefore organic certification alone should not be considered a sure sign that a product is grown sustainably. Although most of the presidia practice organic techniques, very few are certified due to the high costs of organic certification. To become presidia, products must be consistent with the concepts of agricultural sustainability, and beyond that, Slow Food works to guarantee that they are good, clean and fair. It is a goal of the Foundation for Biodiversity in the next few years to promote (and finance, where possible) the certification of presidia products for which this certification could broaden markets or increase earnings.

What is Slow Food's position on genetically modified organisms?
While not opposed to research by universities and public bodies, Slow Food is against the commercial planting of genetically engineered crops. We are capable of transplanting a gene from one species to another but we are not yet capable of predicting or containing the results, creating a threat to our natural and agricultural biodiversity. Another problem with GE crop cultivation is its tendency to take the choice of what crops to grow out of farmers' hands. When pollen from GE fields drifts miles down the road and pollinate conventional or organic fields, farmers unwittingly put labor and capital into harvesting crops they did not plant. Slow Food believes that all products containing genetically engineered ingredients
should require accurate labeling, allowing consumers to make an educated choice on what they support and ingest.

**How is Slow Food financed?**

The international association gets the majority of its funding from membership fees. Contributions from Salone del Gusto and other international events provide funds, and merchandise and book sales also contribute to Slow Food’s financing. The seven Slow Food national associations receive a portion of membership fees and get additional funds from other sources, including contributors and institutions. Slow Food Italy is the oldest national association with the most developed fundraising, including the for-profit publishing house Slow Food Editore. Another Slow Food Italy for-profit branch is Slow Food Promozione, which organizes Slow Food’s big events, sells advertising space in its publications and finds contributors that fit in with the Slow Food philosophy. Slow Food Editore and Slow Food Promozione reinvest on the basis of the statute all the benefits (income) into the associations.

**Does Slow Food have fundraising guidelines?**

Yes. At the root of Slow Food’s fundraising guidelines is the desire to create long-term partnerships with contributors, based on a mutual understanding and shared philosophy. Contributors cannot conduct activities that conflict with the movement’s philosophy, and Slow Food retains total autonomy with respect to its contributors - they do not influence the choices or activities of the association. The complete fund-raising guidelines are available at www.slowfood.com.
Where does my membership fee go?

The membership fees are divided between the convivium and the various offices of Slow Food's international headquarters, which provide membership benefits. On a local level it is used to plan convivium activities. The international headquarters use the funds also to support Slow Food's projects for biodiversity. Once a national association is established, the portion of the fee that went to the International Service Centre can be redirected to the national office.

Can I use the Slow Food logo for my products or restaurant?

No, the Slow Food logo is a registered trademark and can be used only in connection with Slow Food’s national, international and convivium events. The complete code of use for Slow Food logos is available at www.slowfood.com.

Where can I find Slow Food books in my language?


**Italian**: www.slowfood.it

**German**: www.hallwag-verlag.de and www.rotpunktverlag.ch

**Dutch**: www.metsenschilt.com and www.roulartabooks.be (Flanders)

**French**: www.souffledor.fr

For further info, contact international@slowfood.com.
1986  **Bra, Serralunga d'Alba and Barolo, Italy**  The 62 founding members meet to inaugurate Arcigola, the forerunner of Slow Food.

1989  **Paris, France**  The international Slow Food movement is constituted, with the founding Manifesto (see page 42) signed by delegates from 15 countries.

1990  **Bra, Italy**  Slow Food Editore publishing house is created.
      **Venice, Italy**  The first Slow Food International Congress is held.

1992  **Königstein, Germany**  Slow Food Germany is born.

1993  **Zurich, Switzerland**  Slow Food Switzerland is born.

1994  **Palermo, Italy**  Slow Food Italy National Congress decides to invest in the development of Slow Food internationally.

1996  **Bra, Italy**  Slow Food is constituted as a legal entity, and the Slow Food International Office is opened. The first issue of Slow appears in Italian, English and German.
      **Turin, Italy**  The first Salone del Gusto is held.
      **Turin, Italy**  The Ark of Taste is launched.

1997  **Bra, Italy**  Cheese is held for the first time.
      **Orvieto, Italy**  The second Slow Food International Congress is held.

1998  **Turin, Italy**  The third Slow Food International Congress is held.

2000  **New York, USA**  Slow Food USA is born with a national office in New York City.
      **Bra, Italy**  The Presidia project is launched
      **Bologna, Italy**  The first Slow Food Award for the Defense of Biodiversity is held.
2001  **Bra, Italy** www.slowfood.com is launched.

2002  **Brussels, Belgium** European Commissioner Romano Prodi presents Carlo Petrini with the Sicco Mansholt Prize, for Slow Food's contribution towards sustainable agriculture.

2003  **Lastours, France** Slow Food France is born with a national office in Montpellier.  
**Naples, Italy** The Fourth Slow Food International Congress is held with over 600 delegates. Slow Food decides to focus on developing countries.  
**Taormina, Sicily** Slow Food presents a buffet of typical products for 28 European ministers of agriculture at their informal meeting.  
**Montpellier, France** The first edition of Salon du Goût et des Saveurs d'Origine is held.

2004  **Sendai, Japan** Slow Food Japan is born with a national office in Sendai.  
**Rome, Italy** FAO (The Food and Agriculture Organization of the United Nations) begins official collaboration with Slow Food.  
**Genoa, Italy** The first edition of Slow Fish is held.  
**Pollenzo, Italy** The University of Gastronomic Sciences opens.  
**Turin, Italy** The first Terra Madre, world meeting of food communities, brings 5,000 farmers and food producers together.  

2005  **UK** Slow Food UK is born.  
**Porto Alegre, Brazil** Slow Food works with Brazil’s Ministry of Agricultural Development to present a seminar at the World Social Forum 2005.  
**Machakos, Kenya** First meeting of Kenyan Slow Food convivia and Terra Madre food communities.

2006  **Bra, Italy** Slow Food celebrates its 20th anniversary.
Our century, which began and has developed under the insignia of industrial civilization, first invented the machine and then took it as its life model.

We are enslaved by speed and have all succumbed to the same insidious virus: Fast Life, which disrupts our habits, pervades the privacy of our homes and forces us to eat Fast Foods.

To be worthy of the name, Homo Sapiens should rid himself of speed before it reduces him to a species in danger of extinction.

A firm defense of quiet material pleasure is the only way to oppose the universal folly of Fast Life.

May suitable doses of guaranteed sensual pleasure and slow, long-lasting enjoyment preserve us from the contagion of the multitude who mistake frenzy for efficiency.
Our defense should begin at the table with Slow Food. Let us rediscover the flavors and savors of regional cooking and banish the degrading effects of Fast Food.

In the name of productivity, Fast Life has changed our way of being and threatens our environment and our landscapes. So Slow Food is now the only truly progressive answer.

That is what real culture is all about: developing taste rather than demeaning it. And what better way to set about this than an international exchange of experiences, knowledge, projects?

Slow Food guarantees a better future.

Slow Food is an idea that needs plenty of qualified supporters who can help turn this (slow) motion into an international movement, with the little snail as its symbol.
Who's Who

International Councillors

**Italy**
Silvio Barbero  
Gino Bortolotto  
Roberto Burdese  
Alberto Capatti  
Carlo Casti  
Antonio Cherchi  
Mavi Negro  
Gaetano Pascale  
Nanni Ricci  
Piero Sardo  
Renato Sardo  
Cinzia Scaffidi

**USA**
Barbara Bowman  
Erika Lesser  
Garrett Oliver  
Nancy Piianaia  
Hansjakob Werlen

**Germany**
Helmut Ertel  
Hans-Werner Bunz  
Hans-Georg Pestka

**Switzerland**
Luca Cavadini  
Giuseppe Domeniconi

**Australia**
James Broadway  
Leonie Furber

**France**
Didier Chabrol

**The Netherlands**
Andrea Van Gemst

**Japan**
Kazumi Oguro  
Hirotoshi Wako

**UK**
John Fleming  
Chris Walton

**Austria**
Manfred Flieser

**Canada**
Sinclair Philip

**Ireland**
Darina Allen

**Terra Madre Representative**
Vandana Shiva

These are the individuals who make up Slow Food's Executive Committee. They were elected to office for a four-year term during the Slow Food International Congress in Naples, 2003. Additional International Councillors may be added based on membership numbers. For the most up-to-date list, visit www.slowfood.com.
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There are a thousand ways to help Slow Food...

Because you believe that, to be sustainable, food must be good, clean and fair and that everyone has a right to quality food, regardless of social or economic standing.

Because along with the other members of your convivium, you like to come together at the table, to promote your region and its traditions, to know and make known the foods and producers of your region.

Because you believe that gastronomic pleasure is inextricably tied to our heritage of grain, vegetables, fruit, animal breeds and culinary cultures.

Because you believe that, in order to effect change, we need to educate consumers of every age.
Join us!

**Slow Food Members Service Centre**

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Get the word out and help Slow Food grow.