



Slow Food Foundation
for Biodiversity

ANNUAL REPORT 2020

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**GOOD
CLEAN
FAIR**
FOR ALL

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A note on our method

The 2020 Annual Report for Slow Food and the Slow Food Foundation for Biodiversity is part of the essential reporting on the responsibilities and results of the two organizations. This is the document that Slow Food uses to communicate with all of its stakeholders and funders.

In drawing up this report, the distinctive characteristics of the individual organizations have been taken fully into account. These characteristics are integrated into the various projects and reinforce them, ensuring that the two organizations can boost the effectiveness of their actions thanks to activities run in close synergy and collaboration. This is why the choice has been made to represent all of their complexity in a single document. At times, it might not be clear where the action of one organization ends and the other begins, but we wanted to avoid distracting readers from the ultimate message we wish to convey: the validity of our projects and our actions.

What is most important is the effort that has been made to provide clear information and to explain to all stakeholders the relationship between the mission, the strategic objectives, the activities carried out and the results achieved. All of the Hubs (Network, Content and Projects, Project Development and Relations, Communication and Operations) collaborated on this document in coordination with a smaller dedicated team. A number of Executive Committee members also directly contributed to producing the document.

The two organizations are not currently bound by the reporting obligations and the guidelines for social report drafting stipulated by the Italian Ministry for Labor and Social Policies. The decision was nonetheless made to apply the following principles when preparing the document:

- **Relevance:** all the activities of particular significance to stakeholders were taken into consideration.
- **Completeness:** stakeholders are able to fully evaluate the social and economic results of the organizations.
- **Transparency:** all of the information contained in this document can also be found in the organizations' other documentation, communications and accounts.

- **Neutrality:** this document is impartial and has no interests or purposes other than the aim of reporting the activities carried out by the Slow Food association and the Slow Food Foundation for Biodiversity in 2020.

For the first time, the document showcases the activities of three of the Slow Food association's national branches: Slow Food USA, Slow Food Italy and Slow Food Germany. This is an initial step in a greater sharing of the actions in the individual countries where we operate, part of a move towards the Annual Report increasingly describing the activities in all 160 countries where the association is present.

The document is divided into five sections:

- **Identity:** the mission and values of the organizations.
- **The World We Want:** declarations of intent and reports from some of the leading figures in the organizations.
- **Who We Are:** the structure and governance of the organizations.
- **What We Do:** an account of all the activities and their results.
- **Resources:** financial statements and distribution of value.

The "What We Do" section is organized around three macro-objectives:

- **Defend biological and cultural diversity**
- **Educate, inspire and mobilize citizens**
- **Influence policies in the public and private sectors**

Different colors will help readers identify the projects linked to these strategic objectives.

SUMMARY

5	IDENTITY
6	LETTER FROM CARLO PETRINI
8	THIS IS THE MOMENT TO INTENSIFY OUR ACTIONS, RENEW OUR COMMITMENT AND INCREASE OUR EFFORTS – BY EDIE MUKIIBI
10	REMEMBERING URSULA HUDSON A PROGRESSIVE VISIONARY WHOSE EXAMPLE WILL CONTINUE TO INSPIRE SLOW FOOD ACTIONS AROUND THE WORLD – BY PAOLO DI CROCE
12	CALLING ON THE INDIGENOUS PEOPLES OF THE WORLD TO MOBILIZE – BY DALI NOLASCO CRUZ
15	THE WORLD WE WANT
16	GUARANTEEING GOOD, CLEAN AND FAIR FOOD FOR ALL – BY MARTA MESSA
18	AN URGENT CALL TO SLOW DOWN
33	WHO WE ARE
34	STRUCTURE AND GOVERNANCE SYSTEM
38	A CLOSER LOOK INTO THE ACTIVITIES OF SOME NATIONAL ASSOCIATIONS
57	WHAT WE DO
58	DEFEND BIOLOGICAL AND CULTURAL DIVERSITY
94	EDUCATE, INSPIRE AND MOBILIZE CITIZENS
104	INFLUENCE POLICIES IN THE PUBLIC AND PRIVATE SECTORS
114	TERRA MADRE SALONE DEL GUSTO 2020
123	RESOURCES



1

IDENTITY

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LETTER FROM CARLO PETRINI



This year of disruption for our projects has also revealed the strength and resilience of our communities

For the international Slow Food movement, 2020 was supposed to be a year marked by two crucial events: the 13th Terra Madre and the 8th International Congress. But then came the Covid-19 pandemic, throwing every plan into disarray and destroying every certainty. During that initial chaos, when making decisions about the future seemed impossible, we were forced to make a decision.

Terra Madre could not be postponed. It would have to change form, but it was important, especially given what was happening around the world, that it still went ahead, reaffirming the positions we have long upheld and making our contribution to a common cause, that of our planet's well-being. This current emergency has only served to underline the precarious state of that well-being.

I believe the decision was a courageous one, because it demanded not only that many people radically change their way of working, but also a significant commitment of time. From the five days of the in-person event we



shifted to the organization of a program of online meetings and activities stretched out over six months. I don't think any other global organization aimed so high, but having almost reached the end of this process, I feel I can say that we were not being excessive, and that in fact it was worth it.

Let me explain why. First of all, we proved the flexibility of our movement. We discovered that when used wisely, the strength of our network is not just physical, but also digital. By leaving behind the material aspect, we were able to speak to thousands of people around the world, some of whom already knew us, and others who found us through this new channel, and decided to join our way of thinking. Secondly, we preserved forever all of the content generated during the various meetings, which is of great worth. It will form an archive that will continue to generate value internally, but most importantly externally, well beyond the duration of the event. The potency of the virtual network that we managed to create lies in its democratic and inclusive nature: knowledge made freely available to anyone who wants to access it. I find this beautiful and perfectly in line with our values.

When it comes to the International Congress, after an initial attempt to reschedule for April 2021, the ongoing global health crisis led to its postponement until Terra Madre 2022. As we are all well aware, politically, strategically and organizationally this is the most important moment in the life of Slow Food. I believe it must be held in person, as much for its international nature as for its role. But we must not react to this decision with a sense of loss and resentment, but rather recognize the opportunity to use this extra time as best we can, arriving at 2022 with a clear, shared vision, based also on the post-pandemic landscape that is currently being shaped.

If the Congress must wait, however, the same cannot be said of that diverse humanity that it represents. Indeed, our Communities and Convivia spread around the world, whose everyday work represents the living humus of our network, have never stopped that work. During the last year, they have proven to be a social and economic model based on solidarity, proximity and human relationships, and in some cases, they even proved vital to ensuring local food sovereignty and security.

I will conclude by expressing my satisfaction with how we as a network have dealt with the past year, observing the determination and cohesion we showed and looking forward with confidence to what awaits us. We must be active subjects in the regeneration process, highlighting the role that good, clean and fair can and must have in the construction of the only future we can allow: a future of harmonious dialog with the Earth that hosts us, with a full awareness of how everything is interconnected.

Carlo Petrini, President of Slow Food

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THIS IS THE MOMENT TO INTENSIFY OUR ACTIONS, RENEW OUR COMMITMENT AND INCREASE OUR EFFORTS



by Edie Mukiibi, agronomist and Slow Food international Vice President. Edie lives and works in Uganda, where he has created agroecological gardens, Slow Food Presidia, Earth Markets and a huge network of food communities together with a group of passionate youngsters.

The world is going through a complex moment as a result of the corona virus pandemic as well other crises including climate change. It is no doubt the effects of the pandemic have been devastating right from the health point of view but also in terms of food, nutrition, livelihoods and social wellbeing of many communities around the world. In many communities, the greatest struggles since a pandemic was declared have been centered around access to food, water and health care as well as other essential social amenities.



Despite all the confusion, hard emotional times and the loneliness we have endured, this crisis has presented to us an opportunity to re think our production and development models, our relationships with the natural ecosystem and most importantly it has shown us that we need the planet more than it needs us. It is a time when we need to be closely together in solidarity and support the work of our movement more than ever before. The most encouraging thing is that our network has remained strong and committed to change the food system to a Good, Clean and Fair one.



The Slow Food communities have continued to focus more on finding immediate and lasting solutions to the challenges the pandemic has imposed on the world of food and social wellbeing. These communities have continued to uphold agroecological production techniques, creating food gardens, organised education and awareness raising events and platforms, as well as implementing other initiatives to ensure that all people have access affordable healthy food produced with responsibility.

What we have so far endured is a gentle reminder that this is not a time to despair, retreat, and be afraid of the situation, it is rather a time to accelerate our actions, renew our commitment to the Slow Food philosophy and increase our efforts towards changing the system that earned us all the ongoing muddle. Sharing our strengths and staying together as a network at times like this is not only important but it is the only viable option we have if we are to overcome the crisis and continue fighting for our planet and all its living creatures that make our life possible.

We are stronger together!

REMEMBERING URSULA HUDSON A PROGRESSIVE VISIONARY WHOSE EXAMPLE WILL CONTINUE TO INSPIRE SLOW FOOD ACTIONS AROUND THE WORLD



by Paolo Di Croce, General Secretary. Paolo started his career in Slow Food in 1999, serving as the general secretary of the Slow Food Foundation for Biodiversity from 2003 to 2007, then as the general secretary of Slow Food since the Congress in Puebla in 2007. He was reappointed for a second and third term in 2012 and 2017, and played a pivotal role in the organization of the first edition of Terra Madre in 2004, serving as the general secretary of the Terra Madre Foundation from 2005 until 2014.

2020 was a year of grief for Slow Food. Amidst the tragedy of the Covid-19 crisis, we also lost Ursula Hudson, president of Slow Food Germany and a member of Slow Food's Executive Committee, the movement's highest decision-making body. Ursula was a leader of unquestioned stature, revered not only in Germany but also at a global level. She was a progressive visionary who made a fundamental contribution to designing and guiding Slow Food's new identity.

Ursula was unique in her strength, determination, and profound belief in her values and in the righteousness of the battles that she tirelessly fought. These characteristics never left her, even during the last months of her illness when she faced the end with immense courage.

She had the foresight to see clearly that Slow Food needed to follow a new path: one that made climate change, food waste, European agricultural policies and saving biodiversity the focus of every action and line of thinking. She worked tirelessly towards these interests, attending many meetings and conferences with institutions in Brussels, the Balkans and elsewhere, pursuing advocacy projects,





and contributing to the establishment of diverse collaborations with organizations and associations in the sector. She held fast to her ideas and ideals, while being open to constructive criticism, embracing dialog and debate. Her intellect, eloquence and mastery of argument, all profoundly shaped the movement at a global level.

Months after her death the movement still mourns her absence; it always will as the void she left behind cannot be filled. But, it is precisely here in the capacity of implementing her vision that Slow Food will find strength again. She championed the development of Slow Food communities because it allows more people to be involved in our work—activists, supporters, chefs, politicians and most of all, young people. Integral to her vision was the idea that young people, as a conduit for knowledge and wisdom passed on through the generations, are Slow Food's future. Therefore, it is no accident that under her leadership, Germany is one of the places where the Slow Food Youth Network (SFYN) thrives, truly creating its own space and becoming a crucial point of reference for many other similar groups created in other countries around the world.

Ursula Hudson was not just part of Slow Food, Ursula Hudson was Slow Food: she held within herself all the various spirits that make up the movement, its principles and founding values, and did not tolerate prejudice, discrimination or social inequality. She was living testimony to the strength of believing in an ideal, making it one's own and defending it using the most powerful means available. She lived Slow Food every day, both personally and professionally, and was always ready to take on any challenge, fighting for our mission to create a world in which every single person has access to food that is better, cleaner and fairer, until the very end. Slow Food continues on, tirelessly pursuing this mission now on her behalf.

CALLING ON THE INDIGENOUS PEOPLES OF THE WORLD TO MOBILIZE



by Dali Nolasco Cruz, psychologist and expert in Indigenous peoples, human rights and international cooperation and a member of the Indigenous Nahua community in Tlaola, Puebla, Mexico, where she lives. She is the coordinator of the Indigenous Terra Madre network for Latin America and the Caribbean and coordinator of the Tlaola Serrano Chili Pepper Presidium. Her work is focused on creating community education processes for young people and Indigenous women to help them access their rights, using a gender-based, intercultural approach.

We indigenous people have centuries of struggle, resistance and survival behind us. Many women and men have fought and given their lives for our individual and collective rights. Today, we are carrying on this fight and making it collective, so that access to good, clean and fair food can become a universal right.

As indigenous people, we have historically been excluded, discriminated against and ignored, and during the Covid-19 pandemic our vulnerability has increased. Additionally our communities' lack of access to basic services in health, education, communication and nutrition has become even more evident. In addition, we live in a constant state of alert, given that our lands are always under threat of being seized by the big economic powers, putting at risk our food systems, seeds, traditions, culture and survival.

Despite this adversity, we indigenous people have sought solutions to our problems through knowledge and traditional practices. We offer examples of organizing in communities to protect our lands and we continue to teach the importance



of traditional indigenous medicine, the protection and exchange of local seeds, family and community food gardens and the exchange and sharing of food. Young people, with their activism and inclination for innovation, are essential to developing and communicating ideas and techniques to protect against the spread of the coronavirus, innovating while also protecting our way of living. We have also been able to adapt and develop agroecological production models and to modify and redesign commercial processes so as to create a direct dialog between producers and consumers.

We indigenous people can therefore look to the future with hope: confronted with this crisis, young people have started to connect with their indigenous identity, dialoguing with elders, learning to recognize and protect seeds, products and traditional dishes, and working to defend the land. We women are acquiring power, asserting our rights and daring to dream.

This is why, for the indigenous peoples who belong to Slow Food's Indigenous Terra Madre network, 2020 has been a year full of difficulty but also opportunity, as our resilience has allowed us to continue our good practices. We have carried on with the work of strengthening the network in order to allow indigenous voices to be heard in the public debate. We have contributed to transforming the food system, ensuring good, clean and fair foods can be accessed by everyone. We have recognized that it is essential and urgent to connect ourselves and to act at a local level, but with a global vision. Therefore, we must continue to work to deal with the crisis and the growing inequality that the pandemic has worsened—inequality that we as indigenous people suffer from in particular—by acting with an intercultural, intergenerational and gender-equal approach.





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**THE WORLD
WE WANT**

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GUARANTEEING GOOD, CLEAN AND FAIR FOOD FOR ALL



by Marta Messa, director of the Slow Food office in Brussels. Marta has worked with Slow Food since 2010, initially coordinating the development of the Thousand Gardens in Africa project. Since 2014 she has been based in Brussels, liaising with European Union institutions on policies relating to food, giving a platform to the international Slow Food network and developing strategic partnerships with other organizations active at the European level.

In January 2020, Slow Food published "An Urgent Appeal for Collective Action" (reprinted below), calling on everyone belonging to the Slow Food network at every level to help us organize our work more efficiently, and to measure and highlight the impact of our actions to create a better world. This call to action was intended to be used as a tool for working at all levels of participation in Slow Food—from individual members to Convivia; from national organizations to local and thematic communities—serving as shared guidelines for identifying and setting objectives that make us responsible towards each other.

The call to action starts by outlining the world we want, a world in which everyone, without exception, can enjoy food that is good for them, good for those who grow, raise, fish or make it and good for the planet. A world in which people are intimately connected to the resilient ecosystems that surrounds them, a world in which everyone respects and values the diversity of people, cultures, places, foods and tastes.





Given the complexity of food systems, there can be no single black-and-white solution. We believe in the strength of collective action that cultivates relationships of trust and achieves shared objectives.

These are the three strategic objectives set out in the call to action: (1) to defend biological and cultural diversity, (2) to educate, inspire and mobilize the world around us, and (3) to influence public decision-makers and the private sector. None of this is new, as these are the objectives we have always set for ourselves. What is recently developed is that for the first time they are articulated in a shared tool—the call to action with the intention of bringing greater clarity of intent to our global movement.

The three strategic objectives are in dialog with each other: pursuing the defense of diversity does not exclude working on education or influencing policies. On the contrary, one of the aspects that makes Slow Food unique is our holistic way of working, with our projects often achieving more than one strategic objective at a time.

The call to action helps us to see more clearly how our individual efforts are connected and how our impact is much more than the sum of our collective actions.

In all of this, the one element that characterizes Slow Food's engagement is the joy of food as a catalyst for changing the world.

AN URGENT CALL TO SLOW DOWN

DOCUMENT DRAWN UP IN EARLY 2020 IN PREPARATION
FOR THE INTERNATIONAL CONGRESS.

INTRODUCTION AND CONTEXT

The world is in crisis. This was clear before the pandemic. Since the dawn of the 21st Century, we have been buckling beneath 20th Century stresses of speed, efficiency, and scale. However, these have come at such an alarming pace that our unquenching thirst for more and more blinds us from recognizing physical limits even as ecosystems push back, unable to keep pace. The interesting thing is that the COVID-19 virus creates the circumstances that are new. They are tragic and unexpected (even if the events are, oddly and sadly, predictable).

Undoubtedly, we miss contact with people and our social lives of effortlessly eating and drinking with friends and hugging our beloved. However, also held in suspended animation were the systems that define the rhythm of global consumption. The year 2020 represented a critical moment to ask big questions (even as, and especially because, it reveals dangerous fissures in our societies). For those who had little, now they have even less. While we must not adjust our gaze away from these major structural deficits, we must also not lose this opportunity to pose these and other existential questions: Has our insatiable appetite to consume more played a contributing role to triggering this and others crises? Why are large systems cracking when small communities appear resilient? Throughout our network, we have witnessed so many examples of this resilience. If the causes of the current crisis are deeply rooted in global food production, then might also the seeds for a hopeful future to flourish revolve around our relationship to food?

With frightening regularity, United Nations reports state that if we do not reduce carbon by 45% by 2030, human civilization is at risk of collapse. The crises of ecosystem destruction and degradation, biodiversity loss, the endless flow of refugees, increasingly weak democratic institutions (in all aspects of our lives), the concentration of greater power in fewer hands, growing unemployment/underemployment and the paradoxical coincidence of hunger and obesity are becoming alarmingly apparent. This dramatic situation is symptomatic of a structure that is both physically unsustainable and ethically wrong, based on the illusion of infinite, unlimited growth. This system dominates our lives and reduces us to a species in danger of extinction, as the Slow Food Manifesto warned us 30 years ago.

Without growth, systems break With it, we devour all that is left on planet Earth. This is the challenge that defines our age.

And yet, WE are ready to confront this historic moment and to allow our alternative model to flourish. Slow Food has been preparing for a long time. We have planted seeds all over the world with projects, communities and leaders who inspire others. We have created social spaces in which we learn together how to build a better world through experience, diverse approaches and reciprocal exchange.



**Slow Food envisions a world
where all people can eat food that is good for them,
good for the people who grow it and good for the planet.**

We mobilize around 3 priorities

**Defend biological
and cultural diversity**



**so that more food
makers produce**

**Influence policies in the
public and private sectors**



**so that
more businesses and
institutions support**

**Good, Clean
and Fair Food
for All**

**Educate, inspire
and mobilize citizens**



**so that more
citizens choose**

**Let's act together
and make our food fair and sustainable**



Each of us has the power to create change, develop new models for the future. We can help others change from being passive consumers into the protagonists revitalizing their communities. Each of these things is a step toward the future that we want to live.

While the challenges that we face are daunting, do not despair. Fortunately, others in civil society are joining us to map the future we want. They are giants, but we are the multitudes. With increased urgency, we continue to provide that social space in which everyone has the opportunity to understand the past and shape the future .

What has become of those seeds that our network has scattered all over the world? Look around: They have germinated and flourished. Wherever you are, you are not alone. We are all part of a global network. And, while nourishing biodiversity, educating and advocating for good, clean and fair food for all in your corner of the planet is also paramount. Progress begins with the exchange of stories, knowledge, global projects and the relationship we have with one another. The Manifesto reminds us that it is not enough to just do your own thing; the crucial nature of the next decade demands that we work together harmoniously, peacefully and strategically.

Why is food strategic? It is the ultimate cross-cutting issue of our age. Look at the 17 UN Sustainable Development Goals (SDG): Food plays a strategic role in each of them. When we bring our accrued knowledge to these important international conversations about the future of our planet, we also bring with us the Slow Food spirit. We must acknowledge that food is both a victim and a cause of the climate crisis, ecological collapse and other global crises. The fact that our positive impacts are aligned with the UN Sustainable Development Goals (SDG) helps us to communicate our most important, if complex, message: In the context of the crises we face, food is more than a victim and a cause; it is a comprehensive solution.



THE WORLD WE WANT

Together, our contributions make it possible to have the incredible opportunity to imagine a different world here and now. We are committed to transforming the food system to guarantee GOOD, CLEAN and FAIR FOOD FOR ALL.

In the future that we envision, we are closely linked with the resilient ecosystems around us; everyone respects and promotes diversity of people, cultures, places, foods, and tastes. The food system changes because we change.

Each of us, in our daily activities, already experiences fragments of the world we want: Gardens are platforms for multigenerational learning; communities of producers transform endangered products into economic assets; farmers markets bring the urban and rural into contact; awareness campaigns use food to promote important social and environmental issues; gatherings and events bring people of all ages and backgrounds together; and kitchens become social spaces of education, reflection and action to redesign our relationship with food. What we need to work for is for all of these actions to come together for each of us every single day. Across the world incredible models have already been implemented, tested and proven to be extraordinary impactful. We believe in uniting the joy of food with the pursuit of justice, for the right to pleasure and policies that defend the multitudes from that minority of people who want to turn happiness and life itself into commodities.

We need to build food systems that are resilient in the face of the growing environmental and social adversities, starting from the most vulnerable contexts. Given the enormous complexity of global food systems, there is, of course, no single strategy, so we celebrate the great many passions and ideas which individuals and communities enact to make our economies more circular and our world more balanced:

- Biodiversity • Diversity of food cultures
- Food sovereignty • Food security • Defense of the commons
- Agroecology, sustainability and soil regeneration and maintenance • Renewable energy in food production
- Family farming • Community fisheries
- Animal welfare and well-treatment and ethical relationships with animals • Local food • Fair, short and transparent production and distribution chains • Exchange of intercultural, intergenerational, community and scientific knowledge
- Rural livelihoods • Urban agriculture • Social farming • Health and welfare • Equality and environmental and social justice

In order to increase our impact and effectiveness, we don't need to limit the scope of our efforts; we just need to act more strategically. Our network's guiding approach must be to act locally and think globally.

We're more than just a network: we learn day by day to better organize ourselves, creating tangible, reciprocal relationships of trust and respect, both among ourselves and in the exchanges with the world around us.



WE ARE A GLOBAL NETWORK OF LOCAL COMMUNITIES

In this critical regard, we differ from other organizations. Consider, for example, our approach to food biodiversity. It is not enough to simply catalogue endangered foods. We spread biodiversity and entrust it to those who protect it as part of their everyday lives. We grow, market, and eat it. This is why we proclaim: “eat it to save it!” Other organizations turn to communities primarily for support or validation. We ARE a community. Our diverse human relationships describe not only how we work, but also who we are. Look around: Who is with us? Who is leading the charge? Let’s continue to work side by side with them. But also, we must ask, who is missing and how can we enrich our diversity in order to enhance our synergies? When we address these questions, we work more intelligently.



We are an organization that joyfully manifests its respect and affection for life, self-determination, human rights and individual freedoms. Our fundamental principles are empathy for all living beings and solidarity with all the peoples of the planet, especially the most vulnerable and those who are most affected by these global crises. We emphasize the role of Indigenous communities—especially women and youth, who are too often victims of transgressions and struggle to be heard despite their vital and crucial role for our future.



We believe in the fundamental importance of assembling the diverse voices that call for and manifest changes in the food system via their words and actions around the world. We have all developed skills through the things that we do on a daily basis. We are a multitude of farmers, fishers, cooks, educators, technicians, teachers, journalists, writers, advocates and consumers, all involved in daily decisions that can forge a better food system. We defend the diversity of the natural world that surrounds us and we find strength in the diversity of the participatory network that is Slow Food.





STRATEGIC PRIORITIES AND GOALS

In 30 years, our network has spread to 160 countries. Slow Food is present almost everywhere on the planet. Together, we learn how to navigate between the tyranny of the big and the beauty of the small, two realities that exist side by side. While our systems may appear weak compared to the massive agroindustrial system, we are in fact strong: As crises multiply and intensify, our system survives because it is more nimble and resilient. Just ask those who farm, work, educate, cook and live slowly, with care for the things around them: They have a better quality of life. Nevertheless, the urgency of our times requires greater trust, concentration and determination, and obliges us to connect to the wider world via commitments, actions and projects focused on three important priorities:



DEFEND BIOLOGICAL AND CULTURAL DIVERSITY

When we defend biodiversity, we go beyond the biological diversity of plants and animals and think about the relationship between people and nature, as well as the traditional knowledge that has given rise to thousands of techniques for transforming raw materials into breads, cheeses, cured meats, sweets and more. For us, biodiversity begins with the invisible and includes the microscopic organisms that give life to soil and food. Biodiversity is preserved and enhanced within human societies, and for this reason it is also crucial for promoting and protecting cultural diversity.

Our goals:

- Research and catalogue the heritage of biological and cultural diversity linked to food (as an expression of territory) and identify the people who protect this heritage.
- Support and promote those who preserve biodiversity and act as caretakers of local territories; those who use agroecological techniques and sustainable animal farming practices that respect animal welfare; those who manage the resources of the oceans, rivers and lakes without overexploiting them; those who promote an agricultural model that can stop the spread of monocultures and intensive farming and the concentration of power in just a few hands.
- Create opportunities for dialog and exchange (commercial and otherwise) between those who work to bring food from “farm to table” and consumers.



EDUCATE, INSPIRE AND MOBILIZE CITIZENS

When you learn through the senses, by doing and playing, you understand the world. These emotional sensations represent driving forces to change individuals and forge community. And, this approach is not just an effective technique for conveying knowledge; it is an approach which makes learning relational, in which each of us is simultaneously student and teacher. Through this approach we urge the promotion of best practices around the world and point out the bond between the health of the planet and our own.

Our goals:

- Develop communications materials and launch campaigns to increase awareness about the food system and to change behavior.
- Design and deliver educational and training activities and experiences to improve knowledge about food—from production to consumption to food loss—and to impact people's practices and choices.
- Design and deliver educational and training activities for professionals in the food sector in order to reward those who make positive changes in food production, distribution, marketing, consumption and waste management.



INFLUENCE POLICIES IN THE PUBLIC AND PRIVATE SECTORS

We advocate for the world in which we want to live. We engage both the public and private sectors and always look for the signs that show us how, and with whom, we can achieve a better future. It is important to understand that we cannot do it alone. We forge ties with others in order to defend those who are negatively impacted by the industrial food system. We must do this work both for others and with others. We are the multitudes.

Our goals:

- Influence public institutions and the private business sector at every level in order to create policies and models that support fair and regenerative systems of production, distribution, marketing, consumption and management of food loss.
- Inform, involve and mobilize individuals and communities to become advocates for the necessary transition to fair and sustainable policies.
- Create alliances with others who are fighting for similar goals.

Together we must identify targets and hold ourselves accountable (within the context of where we live and work) in order to ensure our sustained commitment to these three goals. We must be attentive and flexible, as important cross-cutting objectives may emerge. Some are already clear. For example, in terms of communication we must convey our mission with greater clarity and be more open to diversity. After all, we are a movement! While in the past we may have thought we were only speaking to our members, today we must remember the wider world of supporters and followers who are also seek a different world. As such, we must increase the diversity of languages we communicate in, including local ones. The other cross-cutting issue is fundraising: We must improve our development strategies and diversify income streams. These are also tools for achieving the reality we want to live in.

TOGETHER, LET'S MAKE GOOD, CLEAN AND FAIR FOOD FOR ALL A REALITY

In the 30 years since the signing of the Slow Food Manifesto, much has changed in the world. Our movement and message have migrated from the margins to the center of communities, as any farmer, winemaker, cheesemaker or fisher who has navigated the turbulent changes in our world since 1989 would attest. Public imagination about traditional foods, respect for those who work in the fields or sell food on the market and in small shops, and opportunities for people who want to become farmers or food artisans are all growing and becoming more prevalent. All together, we truly are changing the food system! In each of the three key areas where we find ourselves engaged, we can strengthen the strategic nature of our work and develop actions and alliances, keeping in mind a clear vision of what we hope to achieve.

We are vast and diverse networks of individuals and communities who nourish heritage and local diversity to support emerging leaders and solutions for the future. We do not simply represent the many left behind by the forces of speed and scale. Rather, we are with the many. In fact, we ARE the multitudes, and together, we are growing the food movement.

This document is an urgent call to collective action. But first and foremost, it is a tool to help us recalibrate and focus our commitments to each other so that we can be more effective. Between now and the International Congress, we will meet to discuss and identify measurable results.

Together we can defend our food, our planet, and our future!





DEFEND BIOLOGICAL AND CULTURAL DIVERSITY

SLOW FOOD'S FIRST STRATEGIC OBJECTIVE



by Francesco Sottile. A member of the Slow Food Italy Executive Committee and a consultant for the Slow Food Foundation for Biodiversity, Francesco is an agronomist who lectures on biodiversity and agricultural crop quality at the University of Palermo.

Over 30 years of defending biodiversity linked to food has confirmed that this path was and is the right one for Slow Food. We are talking about biodiversity that starts from food and its production, but which develops around cultural diversities, traditional knowledge and the role of community in supporting every virtuous action that benefits rural areas.

Our future, the future of the inhabitants of this planet, is dependent on conserving natural resources and preserving biodiversity, which has now taken on a strategic role as a potent tool for sustainability, benefitting the well-being of the population today as well as for future generations. Choosing biodiversity means protecting soil and water, two components of indisputable importance among the ecosystem services that support the continuity of life on the planet. Without water and with an impoverished soil, lacking its natural fertility, we will not be able to guarantee a future.

We are losing increasingly more arable soil and desertification processes, which degrade the land and can lead ultimately to desert-like conditions. These are advancing for multiple reasons, all of anthropic origin and mostly linked to industrial agricultural models.

Our planet is characterized by a multitude of communities of small-scale farmers linked to a food production world in which biodiversity still



plays a strategic role. Through an agricultural model linked to native species, varieties and breeds, it is still possible today to demonstrate the strength of a way of producing food in which sustainability is palpable and in which natural resources are used, not exploited. Similarly, the conservation of marine biodiversity involves strengthening the role of small-scale fishers, linked to catch systems that respect seasonality, reproductive cycles and the risk of depletion of fish resources. Putting biodiversity at the center, therefore, represents a shift towards a paradigm concretely linked to a vision of sustainability. The theme of environmental, economic and social sustainability has left an extremely deep imprint on all of our actions, because it has influenced all of our projects in an increasingly tangible and measurable way.

The Ark of Taste truly represents the world's greatest catalog of cultural and traditional biodiversity linked to food and agriculture. All projects—the Presidia, the Cooks' Alliance, the Earth Markets, the food gardens—as well as all of our international thematic networks like Slow Meat, Slow Mays, Slow Grains, Slow Olive, Slow Beans, etc.—are based on models of active and dynamic biodiversity conservation, developed together with farmers, herders, cheesemakers and all kinds of other communities from the small-scale agricultural world.

Slow Food recently began focusing on the smallest scale of biodiversity, at times invisible to the naked eye but nonetheless of extraordinary importance, the biodiversity of pollinators (bees, butterflies and others). Their ecosystemic role is fundamental for the continuing survival of other species (as well as guaranteeing food for humans), the biodiversity of microorganisms, which bring the soil to life, ensuring its fertility, and the biodiversity of microflora, essential to natural fermentation. This is why we have closely connected this biodiversity to natural systems and products like raw-milk cheese made with natural starter cultures, wines fermented using natural yeasts, sourdough bread and nitrate- and nitrite-free cured meats.

We must strengthen this process because it is without question the only tool we have today that we can use to try to preserve the world's ecosystems. Biodiversity is vanishing fast thanks to industrial agriculture, which cares nothing for the health of the planet or those who live on it. In every corner of the world we must construct virtuous pathways that start from the conservation of biodiversity and we must use biodiversity as an instrument of ecological transition, passing through models for crop growing and animal farming linked to the agroecological paradigm. We must learn how to seek the greatest innovations in nature, looking to microorganisms, crop rotation and the plants capable of improving the soil and enriching its fertility. We must defend communities around the world who want to remain anchored to their own biodiversity, to small-scale farming and to traditional fishing that respects the seas. And we must do all of this by creating strong, solid networks able to transmit positive messages, putting producers, consumers and the planet at the center. If biodiversity lives, the planet lives.





EDUCATE, INSPIRE AND MOBILIZE CITIZENS

SLOW FOOD'S SECOND STRATEGIC OBJECTIVE



Jorrit Kiewik is the executive director of Slow Food Youth Network. He has a bachelor in Agricultural Entrepreneurship. Next to that he advocates for sustainable food systems within different political bodies in The Netherlands and supports the development of the international Slow Food movement. Jorrit is part of YPARD's steering committee, and both secretary and cyclist at The AMANI Project, an international cycling team which brings together initiatives aimed at enhancing inclusivity in (professional) cycling and creating opportunities for riders based in Africa.



Slow Food believes change comes from the bottom up and is being enabled by bigger structures and trends. However, the core of this all starts within our network. Educating yourself does not stop after you have left the classroom, you do not gather them just from your books. One has to open up different channels, in order to truly keep learning and to gather information via different senses. Because when you learn through the senses, by doing and playing, you understand the world. These emotional sensations change individuals and forge communities. And this approach is not just an effective technique for conveying knowledge; more importantly, it is an approach which makes learning relational, in which each of us is simultaneously student and teacher. Through this approach we urge the promotion of best practices around the world and highlight the bond between the health of the planet and our own.

You must agree with me that the global challenges we are facing today are truly terrifying: inequality in our society, climate change, wildfires, floods, depletion of resources, black holes in oceans, deforestation,

famine, welfare related diseases. The food on our plate connects them all. To fight these issues, Slow Food is building an interdisciplinary network which has access to knowledge and tools to put that knowledge to action. A network that is based all over the world, from the smallest towns to the biggest metropolises. A movement that believes that a truly good, clean and fair food chain is possible and does not stop with thinking. A movement that connects the producer with its consumer, either in the same area or at the other side of the world. Our movement takes action. We practice what we preach. But do we know what we actually preach for?

In order to understand that, education is essential. In all stages of life. Because, in order to truly guarantee a good, clean and fair food system it is highly important that we understand what a truly sustainable food system looks like. The challenges that come with food production, both socially as well as environmentally need to be understood in order to take the correct action and to create a form of responsibility. This is why Slow Food is dedicated to educating our network and the wider society about the role that food and its production has on our planet. The way it nurtures people, the way it creates ecosystems, the way it is using resources, the way it brings joy, the way it connects.

For this reason, education has always been at the core of our organization. From our early days we have been taking a deep dive into food and all of its aspects. We have been challenging ourselves and our surroundings to dive deeper and we have been looking for ways in order to educate ourselves. And where curiosity has different levels, our educational tools have as well. Starting from the University of Gastronomic Sciences we have built an institute which enables youth to take a deep dive in gastronomy in all of its assets, an institute that gathers youth from all over the world to prepare them for a life creating a more sustainable food system while spending years together with youth on the same journey, creating connections that will never be broken. Within our SFYN Academies we have been educating youth all over the world to learn about the different aspects of the food system, while being on a journey with stakeholders from throughout. Young professionals and students challenge each other to take responsibility, in their current positions and in the board rooms they will be leading ten years from now. Our Summer School programs enable activist to take a two-week deep dive in specific subjects, enabling access to knowledge for everyone and creating the possibility to get their hands dirty in the fields. Our campaigns for food education in primary schools enables children to learn again about food and its impact, in order to truly make just food choices and have the ability to take responsibility. The list of activities Slow Food carries out on an educational level seems endless and all over the world we find methods to engage our movement of change makers in the right way.

The problem is that just institutional activities are not sufficient to change the world. Let me challenge you. When was the last time you tried something new? When was the last time you truly heard about other perspectives? When did you force yourself to get out of your bubble? The pandemic that shaped our world in the past twelve months has been shaping the contexts of our development more than ever in this modern age. Like snails we have been pulled back into our own cochlea. But if we truly want to change, we have to be curious, day after day. Curiosity is contagious. It opens our eyes and realizes how beautiful life actually is. Curiosity is the key to new experiences. Curiosity might very well be the key to a good, clean and fair food system. If we are curious, we are triggering the people around us. We inspire individuals, who can put knowledge into practice via their activities. Wherever it is, on the fields or in the kitchen, at the market or in the lunchbox. Like that, we keep changing the food system. The good thing about all this, is that curiosity can be infinite. Because there is always something new around the corner. Educating the world and ourselves for the better, one step at a time.

Jorrit Kiewik, executive director Slow Food Youth Network



INFLUENCE POLICIES IN THE PUBLIC AND PRIVATE SECTORS

SLOW FOOD'S THIRD STRATEGIC OBJECTIVE



Nina Wolff - After studying philosophy and law in Germany and France, she obtained a doctorate (PhD equivalent) in the Netherlands with a thesis on International and EU environmental and fisheries policy (2002). After several scientific activities, among others for the Environmental Research Center in Leipzig (Germany), she worked for various German and International non-governmental organizations on fisheries, marine environmental and biodiversity conservation issues. She has been Vice Chair since July 2019 and Acting Chair of Slow Food Germany since July 2020.

Essentially, advocacy and campaigning are about influencing decisions, and both are essential for our political endeavours. For Slow Food, developing an organizational advocacy means to seek and to get public and private support for our vision of good, clean and fair food for all. As a starting point, being aligned with a common goal in mind and working strategically towards this goal are important prerequisites for effectively influencing decisions in favor of a future-proof food system. In order to overcome uncoordinated and scattered action by different components of our movement, the Call to Action is intended to bring about alignment of all levels of the Slow Food network.

In order to plan our steps, initiatives and activities towards this systematic change, Slow Food has developed and adopted a theory of change for engaging effectively with key audiences and decision-makers. The theory of change outlines how the desired change towards a fairer and more sustainable food system can be achieved along four lines of action: reforming law and policy, increasing public awareness, building and developing fair



relationships in the food system, and changing food production. And indeed, real change requires a legal framework geared towards good, clean and fair food just as much as producers ready to adapt to alternative ways of production in line with agro-ecological standards; it requires opportunities for active participation of all parts of the food system as well as a deep and profound transformation of societal beliefs and choices.

Following this methodology, we seek to influence public institutions and the private sector at every level in order to create policies and models that support fair and regenerative systems of production, distribution, marketing, consumption, and management of food loss. To this end, we work towards informing, involving, and mobilizing individuals, communities and other organisational entities (such as regional groups or national associations) to become advocates for the necessary transition to fair and sustainable policies. In all cases, the engagement of different audiences is key.

One of our core strengths can help us to succeed in bringing about the desired change, and that is networking. Indeed, advocating for system-change implies to have a good understanding of natural allies, of how to create alliances with those who are on a similar path and of how to win the support by the wider public. It is indeed important not only to provide the alternatives to the problem of an unsustainable food system, but also to rise public consciousness about the problem and to gain public support for our solutions.

The common understanding created by the Call to Action will permit us to plan and conduct more targeted and fact-based advocacy along political processes. In order to achieve the overriding goal of a fair and sustainable food system, Slow Food will have to define and to promote more specific objectives and to seek participation as a food, agriculture and environmental policy actor in selected political processes at global, regional, national and local level. This implies important decisions about the focus of our common work, about strategies and the distribution of responsibility within our organization.

For defining the central elements of its global strategy for the years to come, Slow Food pursues a bottom up approach. All the major actions of the Slow Food network at the local or national level are collected and analysed, and the results flow into a global strategy. Meanwhile, more specific regional advocacy strategies, e.g. for Asia, Africa and Europe, are developed, and targets of action will be defined at all levels. It is important to cope with the complexity of the global food system and with different regional and local realities while sticking to a clear and simple vision and maintaining solidarity as well as the belief in our common effectiveness.

Simplicity is of even higher relevance when it comes to campaigning for particular political achievements. Slow Food must credibly present simple and unambiguous solutions to specific and urgent problems. In this respect, the Call to Action is a good exercise that stands as an example for future campaigns. The art of simplifying on carefully selected trails without losing sight of the complexity of interrelated global problems will be one deciding factor in whether our messages are being received by our audiences and whether we reach our goals. Already today, Slow Food is considered being a political actor and relevant NGO stakeholder, e.g. at local Food Councils, at institutions of the European Union or at the Food and Agriculture Organization of the United Nations (FAO). Slow Food representatives participate in numerous other local, national, regional or international panels and debates. We will have to further expand this capacity in order to rise Slow Food's influence and to have a real impact on all important food system policies.



Slow Food®

3

WHO WE ARE

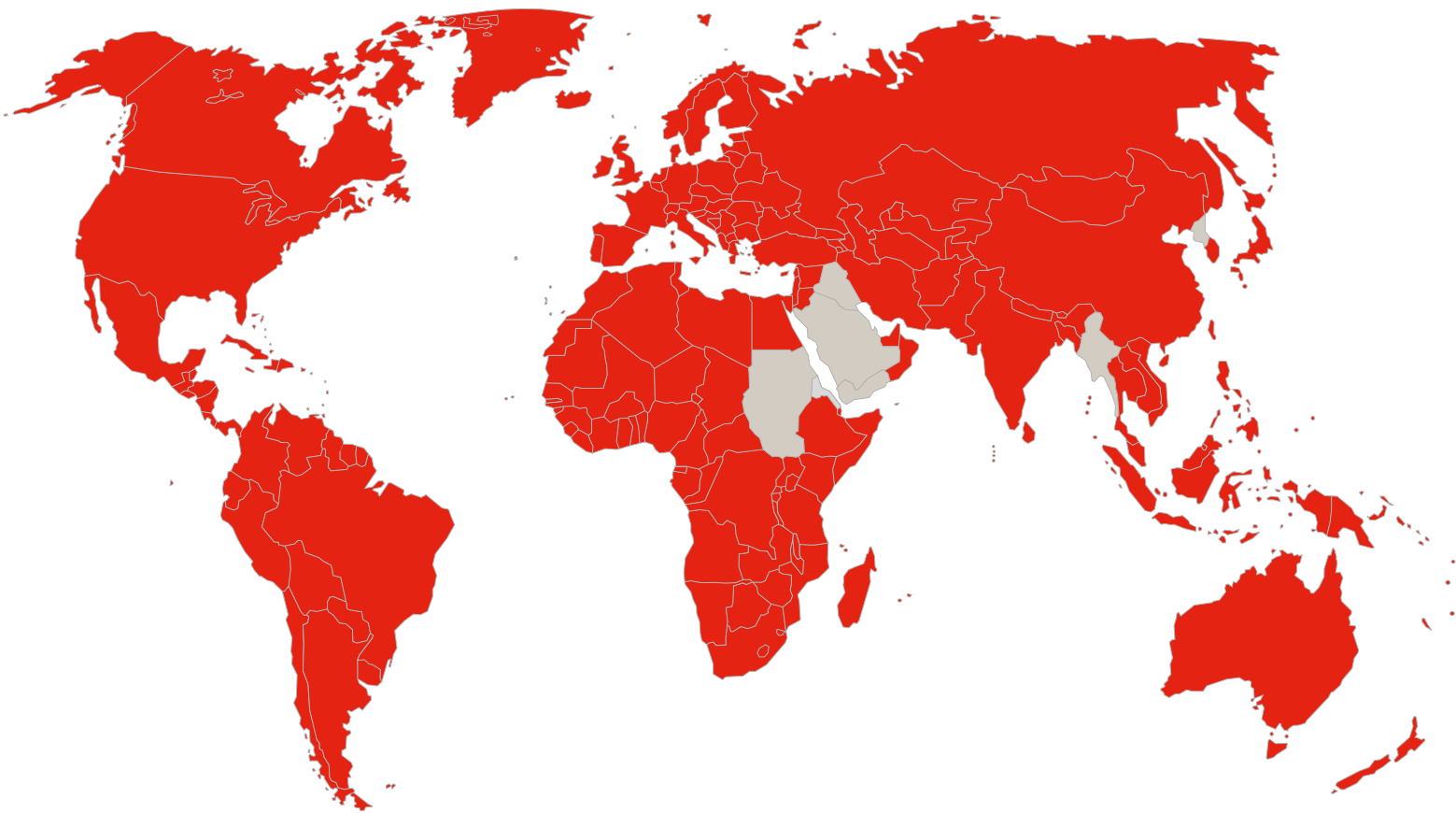
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STRUCTURE AND GOVERNANCE SYSTEM

160
COUNTRY

OVER **1.000.000**
ACTIVISTS

OVER **10.000**
PROJECTS



The international association

Though the operations center and historical headquarters of Slow Food remain in Bra, the Piedmontese town where the movement started, the pandemic year has accelerated a process of decentralization. Slow Food is coordinated by an International Council and directed by an Executive Committee, which is the association's highest governing body. Strategic decisions develop out of a close dialog between the international coordinators, the headquarters in Bra, other offices such as those in Brussels, the national associations and the local network.

NATIONAL DIRECTIONS

Slow Food Brazil
Slow Food Chile
Slow Food China
Slow Food Germany
Slow Food Italy
Slow Food Kenya
Slow Food Macedonia
Slow Food Netherlands
Slow Food Nippon
Slow Food Russia
Slow Food South Korea
Slow Food Switzerland
Slow Food Uganda
Slow Food UK



INTERNATIONAL

SLOW FOOD

**SLOW FOOD FOUNDATION
FOR BIODIVERSITY**

FOUNDER
MEMBER

FOUNDER
MEMBER

TERRA MADRE

FOUNDER
MEMBER

FOUNDER
MEMBER

CITY OF TURIN

REGIONE PIEMONTE

MiPAAFT

MAE



ITALY

SLOW FOOD ITALIA

80%

**SLOW FOOD EDITORE
S.R.L.**

20%

**GIUNTI EDITORE
S.P.A.**

100%

**SLOW FOOD PROMOZIONE
S.R.L. SB**

50%

**ALBERGO DELL'AGENZIA
S.R.L.**

**BANCA DEL VINO
S.C.**

FOUNDER
MEMBER

UNISG

HONORARY
MEMBER

PIEDMONT REGION

0,60%

**AGENZIA DI POLLENZO
S.P.A.**

→ NATIONAL LEVEL

Slow Food has national organizations in a number of countries:

Slow Food Brazil
Slow Food Chile
Slow Food China
Slow Food Germany
Slow Food Italy
Slow Food Kenya
Slow Food Macedonia
Slow Food Netherlands
Slow Food Nippon
Slow Food Russia
Slow Food South Korea
Slow Food Switzerland
Slow Food Uganda
Slow Food UK
Slow Food USA

These national branches have decision-making autonomy but follow the policy guidelines established by Slow Food.

Local level

At the local level, activities and events are organized by groups of people joined together in Convivia and Communities, of which there are currently around 2,000 in the world.

→ SLOW FOOD EXECUTIVE COMMITTEE

President - Carlo Petrini

Vice Presidents - Edward Mukiibi and Alice Waters

General Secretary - Paolo Di Croce

Members

Roberto Burdese – Italy
Ursula Hudson – Germany († 2020)
Joris Lohman – Netherlands
Richard McCarthy – USA
Sun Qun (Vittorio) – China
Georges Schnyder Junior – Brazil

All Executive Committee members are also International Council members. The International Council members were elected in 2017 during the VII Slow Food International Congress and will remain in office until the VIII Congress.

→ INTERNATIONAL COUNCIL

Italy

Raffaella Grana
Rachele Lodi
Gaetano Pascale
Ludovico Roccatello

Germany

Rupert Ebner
Klaus Flesch
Nina Wolff

Switzerland

Alexandre Fricker
Josef Zisyadis

Netherlands

Nelleke Don
Susan Drion

UK

John Cooke

Spain

Alberto López de Ipiña Samaniego

Austria

Philipp Braun

France

Vincent Lagré

Turkey and Balkans

Dessislava Dimitrova

Nordic Countries

Katrine Klinken

Eastern Europe/Caucasus

Aida Baimakova

Middle East

Barbara Abdeni Massaad

USA

Jennifer Breckner
Tiffany Nurrenbern
Kathryn Lynch Underwood



European Union

Marta Messa

Canada

Bobby Grégoire

East Africa

John Kariuki Mwangi

West Africa

Patigidsom Jean Marie Koalga

Southern Africa

Caroline Stephanie McCann

Mexico and Central America

Alfonso Salvador Rocha Robles

Caribbean

Madelaine Vázquez Gálvez

Andean Area

Esteban Raymundo Tapia Merino

Southern Cone

Rita Edecia Moya Azcarate

Japan

Remi Ie

Southeast Asia

Pacita Juan

South Korea

Minsoo Kim

Australia and Oceania

Amorelle Dempster

Indigenous Network

Denisa Dawn Livingston

Nicolas Mukumo Mushumbi

Slow Food Foundation for Biodiversity

Serena Milano (General Secretary)

University of Gastronomic Sciences

Andrea Pieroni (Rector)

→ **BOARD OF AUDITORS**

Davide Barberis, President

Walter Vilardi

Vladimiro Rambaldi

→ **BOARD OF APPEALS**

Silvio Barbero – Italy

Alma Rosa Garcés Medina – Mexico

Joel Smith – USA

→ **AUDITING FIRM**

Deloitte & Touche S.p.A

Slow Food Foundation for Biodiversity

The Slow Food Foundation coordinates the Slow Food Presidia, the Ark of Taste, the Slow Food Cooks' Alliance, the Earth Markets and the Gardens in Africa. It has its own statute, budget and board of directors.

→ **BOARD OF DIRECTORS OF THE SLOW FOOD FOUNDATION FOR BIODIVERSITY**

President

Piero Sardo (Italy)

General Secretary

Serena Milano (Italy)

Councilors

Paolo Di Croce (Italy)

General Secretary of Slow Food

John Kariuki Mwangi (Kenya)

Coordinator of Slow Food activities in Kenya

Emanuel Lobeck (Switzerland)

Coordinator of Slow Food Presidia in Switzerland

Silvia de Paulis (Italy)

Executive Committee of Slow Food Italy

Gaia Salvatori (Italy)

Executive Committee of Slow Food Italy

Francesco Anastasi (Italy)

Coordinator of the Slow Food President's Office

→ **BOARD OF AUDITORS**

The members of the Slow Food Foundation for Biodiversity board of directors are nominated by the founding members (Slow Food and Slow Food Italy). Four representatives from Slow Food and three representatives from Slow Food Italy sit on the board.

Davide Barberis (Italy), Margherita Spaini (Italy),
Roberto Conte (Italy)

A CLOSER LOOK INTO THE ACTIVITIES OF SOME NATIONAL ASSOCIATIONS

2020 FOR SLOW FOOD USA

In 2020, we went through a major rewiring of our lives. We lost dear friends and businesses, reconfigured both work and education, and marched in the streets for racial justice with Black Lives Matter. And we reoriented Slow Food USA right along with it all. We canceled our major Slow Food Nations festival and all regional gatherings, and moved other events online. We launched a relief program called the National Resilience Fund and started Slow Food Live way back in March. We closed our physical office in Brooklyn and are now permanently remote. As our lives and work continue to shift, we are keenly aware that cultivating strong relationships is the only way forward.

Centering relationships means slowing down and building stronger ties. It means cultivating trust amongst Slow Food leaders. It means being allies to Black, Indigenous and People of Color who have often experienced the Slow Food movement as an exclusive club. It means examining our internal policies and strategies to see how we may truly activate our equity, inclusion and justice manifesto. It means mixing joy and justice as we share meals and tell stories.

NATIONAL RESILIENCE FUND

Between individual donors, companies and foundations, we raised over \$90,000 USD in 2020 and distributed grants to 38 projects throughout the country. The fund is designed to give direct financial support to vital businesses and workers in community-based food systems, through local Slow Food chapters and groups. By injecting extra funds to local community initiatives that most need support, we help them survive the COVID-19 crisis and build resilient economies and communities for the future, with good, clean and fair food front and center.





SLOW FOOD LIVE

Slow Food Live brings Slow Food into your home with free webinars and conversations led by experts in a skill or topic that you can join from anywhere on your digital device. We hosted 50 sessions between March and December, with a wide range in topics, from cooking dumplings, to starting seeds, to the history of southern food. Over 4000 people registered for these sessions in 2020, and our extensive video library archive is still being viewed.

PLANT A SEED CAMPAIGN

The Plant a Seed campaign invites school garden educators and individuals to bring biodiversity, flavor and history into their gardens. Each year, we put together a cast of endangered and biodiverse seeds that tell a story.

In 2020, we selected a seed from each of six regions in the United States with a unique relationship to the land and people there. These seeds tell the complex stories of human migration, from seeds covertly brought to this country by slaves, to Indigenous communities fighting for their Native land and critical food source. The Plant a Seed campaign opens a door to understand issues of food sovereignty through the journey of seeds. In 2020, we distributed 702 kits to school gardens, Slow Food chapters and individuals.





NATIONAL RESILIENCE FUND

Farm Fresh Produce for WIC Families with Slow Food Dallas

The project facilitated the Farmers Market Nutrition Program vouchers, which provide farm-direct fresh fruits and vegetables for WIC families each year. In the face of COVID-19, more farm stand locations will be operated to reach as many families as possible in Dallas with this extra benefit. The GROW North Texas team knows it is imperative that we leverage this existing program to support as many families as possible in this time of economic uncertainty.

Sister Farms Project with Slow Food East Bay

In response to seeing farmers—and farmers of color in particular—lose sales after shelter in place orders, Slow Food East Bay worked with regional partners to launch the Sister Farms Project. They're finding urban CSAs and food distribution programs to purchase produce, and creating new rural-urban networks and sales opportunities that specifically uplift disadvantaged farmers. The funds granted will cover delivery costs for six months, enabling the Sister Farms Project to move past the cost barrier and begin moving food. The grant also funds twenty weekly produce boxes filled by urban partners and donated to families in need and community organizations serving nutritious meals to the hungry.

Feeding Our Indigenous Elders with Slow Food Turtle Island Association

At the start of the COVID-19 outbreak, programs providing food to our Native American elders were shut down. Chef Brian Yazzie has teamed up with local Native volunteers, including the staff of the Gatherings Café at the Minneapolis American Indian Center to create project #FeedingOurElders, which utilizes donations from around the city and country to provide healthy lunches for the Indigenous elders in the Twin Cities area of Minnesota. This project has provided meals five days a week to over a hundred elders since the end of March, as well as an opportunity for volunteers to explore and refine cooking skills around working with Indigenous ingredients, and cooking for a large group. The meals will continue until regular elder feeding programs are resumed.

Seeds for Good with Slow Food Indianapolis

Slow Food Indianapolis is offering support to farmers markets in central Indiana who are waiving vendor fees and giving financial aid to the purchase of much needed PPE for volunteers and farmers market workers, which can be cost prohibitive to some organizations. Along with this support, their SEEDS for Good program will also go to help buy leftover produce and overstock from vendors that will be donated to food pantries and other organizations that are working to fight hunger in vulnerable communities in Indianapolis.

Seeding Resilience with the Ark of Taste

Michelle Weeks of Good Rain Farms works to emphasize that the Ark of Taste catalogue is not just a historic record of what has existed in the past, but a living resource for people to reconnect with cultural and ancestral practices. By creating an Ark of Taste fund and network of Indigenous land cultivators, the project goal is to make “heritage varieties” accessible to those who tended to them for generations. As the budgets of small farmers shrink due to COVID losses, there seems no better time to activate this work.

2020 FOR SLOW FOOD ITALY

It might sound trite, but it is still worth remembering to what extent everything we had been planning at the end of 2019 was completely overturned by the crisis that hit Italy first and worst in Europe in early 2020.

Faced with a pandemic that has dramatically changed our behavior and habits, we had to reconstruct our way of communicating and defend the right to pleasure. We deepened and further emphasized the principles of good, clean and fair, increasingly relying on interaction with the digital world and the handful of opportunities for real-life encounters that were possible this year.

An active association

Certainly Slow Food Italy did not stop and the numbers confirm it: Over the course of 2020, once the predictable drop in member numbers settled, we were left with around 18,000, plus 735 Slow Life members (13 of whom signed up in 2020). A total of 4,184 people joined Slow Food for the first time—a remarkable number given that we were operating during a pandemic. These figures in fact indicate not only that the path traced by Slow Food has not come to an end, but that more people have decided to join our journey, including through new mechanisms. It is no surprise then that 80 Slow Food Communities were founded in 2020. What's more, 200 food products boarded the Ark of Taste and 25 new Slow Food Presidia were established.

Our volunteers: a tireless driving force

Much of our work is made possible by the commitment of volunteers, who activated across the country during the months of lockdown to support people in need and entire production chains in crisis. Chefs and farmers were among the first to work together ensuring that Slow values were brought to Italy's silent streets. Slow Food's local leaders were also supported by the "Slow Food in Azione" (Slow Food in Action) project, funded by the Italian Ministry for Labor and Social Policies (announcement no. 1/2018), which involved 26 leaders from 20 Italian regions, with the objective of training 1,000 volunteers to make the Slow Food house even bigger and more welcoming. The activities planned for the original project were transformed into webinars and live streaming, with a wide range of participants including Slow Food's founder, Carlo Petrini, architect Stefano Boeri, design academic Ezio Manzini, various educators from the Slow Food network and leading figures from the world of food production and the "Food Movement."

Initiatives and projects

Thanks to the engagement of volunteers, other project objectives were met and even exceeded: many more than the hoped-for 80 chefs signed the new Slow Food Cooks' Alliance regulations, and six new Earth Markets and six food and wine travel itineraries turned the spotlight onto Slow Food tourism.

When it came to events, Slow Food Italy did not limit itself to online only: A pilot Master of Food program, for example, was held in Piedmont, Lazio and Campania in the summer, with one day outside in the field and the rest organized through remote learning. Similar to Terra Madre, on the first days of the event we organized taste workshops with a mixed format (in person and streamed). On one day, Sunday, October 18, over 300 producers from around Italy opened their doors for the "Presidi aperti" (Open Presidia) event. The national association subsequently focused on transposing into digital streaming some activities, that had initially been planned to be held in person, featuring local Slow Food figures. These included the events on food policy and the Farm to Fork campaign, designed to explore food policies in support of education and health, the protection of biodiversity and the fight against climate change. Meanwhile, at the end of November, the association turned to migrant cultures, in dialog with those who have arrived in Italy and are enriching the country with their knowledge. Slow Food Italy decided to follow tradition and brought the year to a close with a festive dinner, this time online, meaning the women and men of the food movement across Italy were able to mark the end of 2020 and lay the foundations for cultivating the future.

2020 FOR SLOW FOOD GERMANY

Slow Food Germany defined this past year by the July 10th loss of our long-standing president, Ursula Hudson, who was also a member of the Slow Food Executive Committee. Following a pause for grieving, Slow Food Germany continued its fight, working on various levels for a better, cleaner and fairer food system.

Social and political priorities in Slow Food Germany's work

An important focus of the political work in 2020 was "biocultural diversity." In line with the premise that "biocultural diversity is political," Slow Food Germany has developed position papers on the European Farm to Fork (F2F) and Biodiversity strategies. Based on these, the association has been demanding an ambitious reorientation of the European Agricultural Policy. More information on its activities can be found below.

Slow Food Germany also used the German presidency of the EU as an opportunity to act as promoter of a sustainable agricultural shift in Europe at a national level, with the aim of increasing political and social awareness of the possible and necessary reforms. Covid-19 inevitably had an impact on the thematic focus of Slow Food Germany's work in 2020, throwing into sharp relief the connections between pandemics and our food world.

Campaigns and special events

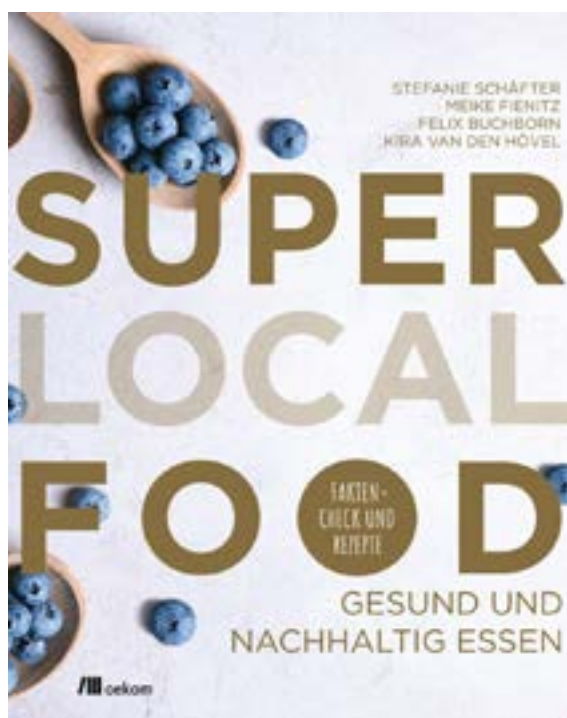
The event "Wir haben es satt!" (We're fed up!) in Berlin kicked off Slow Food Germany's activities in 2020. As a member of the coalition of organizers, Slow Food Germany participated in running and communicating the event. Around 27,000 people took to the streets on January 18 with the slogan "Agrarwende anpacken, Klima schützen" (Tackle the agricultural turnaround, protect the climate). The night before the protest, Slow Food Youth Germany organized a Schnippeldisko (a Disco Soup). In April, Slow Food Germany also took part in the organization of World Fish Soup Day, held virtually.

Along with the organization's Fair Oceans and Brot für die Welt, Slow Food Germany announced the "End of Fish Day" on April 5. According to calculations by our partner organizations, this was in effect the day that local fish stocks ran out, and for the rest of the year Germany would be completely dependent on imports. The day of action gave the association the chance to draw attention to the problematic conditions in international fishing and to support fairer and more sustainable treatment for fish and fishers.

Slow Food Germany also supported the petition for a referendum on the protection of bees in Baden-Württemberg, which concluded successfully in 2020 and led to the introduction of a significantly improved species protection law in the state, which could serve as a model for the rest of the country.

In 2020, the association also launched a series of new projects. These included a sustainable meat initiative, which is defining the criteria for good, clean and fair beef production and has the support of the German Environment Agency until 2022, and a joint project with the Kreisau Foundation, involving the creation of an educational food garden as an intercultural meeting place in the Polish town of Krzyżowa.





Published in 2020 by Oekom Verlag, the book *Super Local Foods* developed out of a consultancy project with the Slow Food Youth Academy. Academy participants took a critical look at "superfoods" and presented local alternatives to imported products.

In response to the pandemic and the first Covid-19-related shutdown in spring 2020, Slow Food Germany developed an interactive map that gathered together online places for buying good, clean and fair food. The starting point was the map "Hier gibt es die gute Milch" (Here is good milk) which developed from the project on environmental justice and sustainability in the dairy industry that Slow Food Germany was working on between 2017 and 2019.

The launch of Terra Madre Salone del Gusto included participation by Slow Food Germany with a series of online events. It has become clear that online activities offer an excellent opportunity to reach people all over Germany and get them excited about Slow Food Germany's themes. Events like a chocolate tasting during Terra Madre Day or a tasting of different Ark of Taste products were able to reach several hundred participants. The increasingly successful formats will continue in 2021.

Collaborations and coalitions

In 2020, Slow Food Germany was active in various coalitions and as co-signatory of several declarations and open letters. Particularly worthy of note was the collaboration on the "End of Cage Age" and "Supply Chain Act" initiatives and the agricultural platform, which published a declaration on the conference of agriculture ministers in September and wrote a letter to the participants in the trilogue on the Common Agricultural Policy (CAP) in December. Slow Food Youth Network Germany, as part of a broad coalition of youth organizations, has also sent an open letter to the European Commission to ask for respect for the climate in future European agricultural policy and the anchoring of corresponding requirements in the CAP.

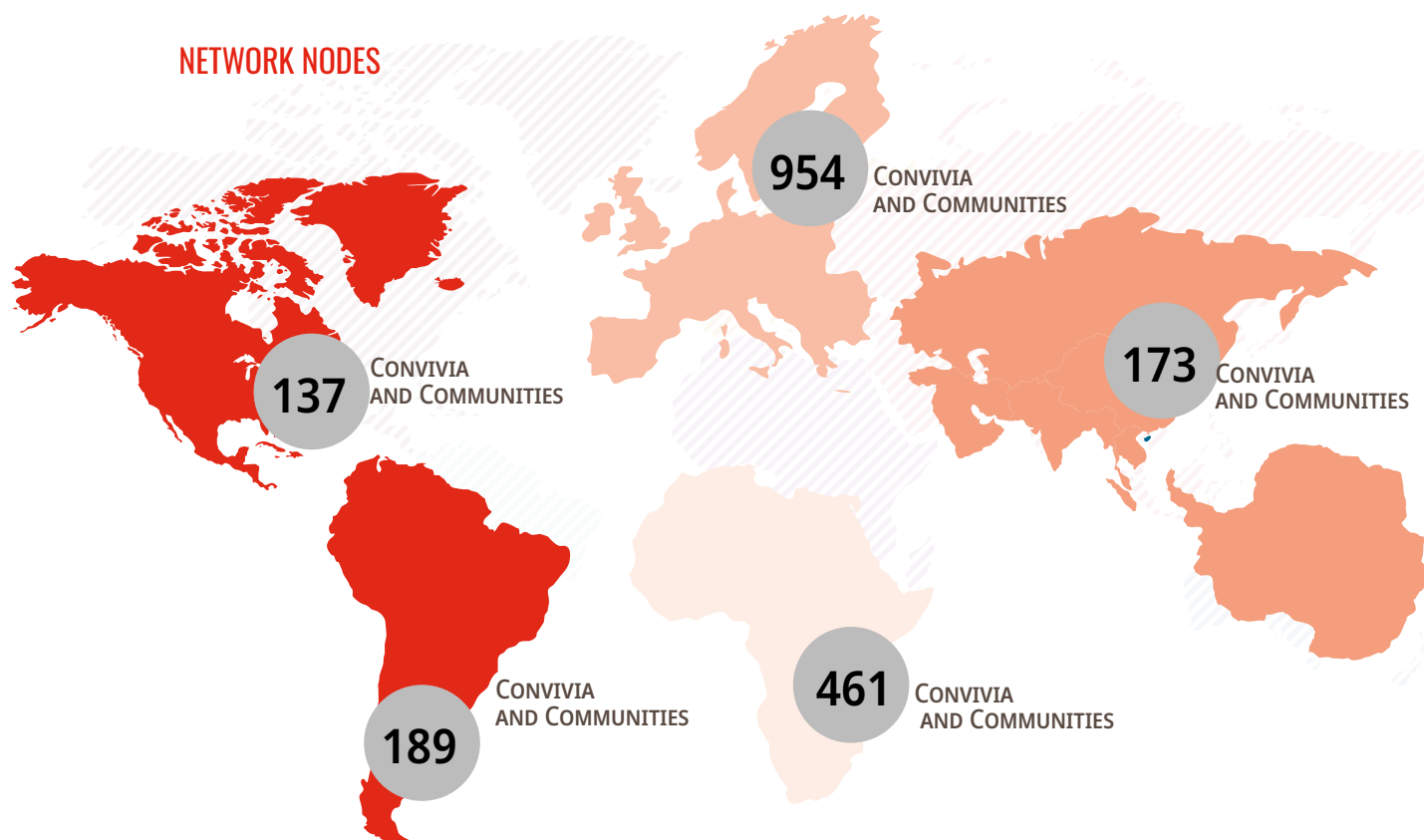
Slow Food Germany, in coalition with PAN Germany and INKOTA, sent an open letter to the Federal Minister for Food, Agriculture and Consumer Protection, Julia Klöckner, and the Federal Minister for Economic Affairs and Energy, Peter Altmaier, asking for a legal ban on the export of pesticides that are not approved within the EU due to their risks to human health and the environment.

A GLOBAL NETWORK OF LOCAL GROUPS: CONVIVIA AND COMMUNITIES

Slow Food is active around the world thanks to an extensive network of volunteer activists, and in working in close collaboration with other associations and institutions.

The profound value of this network lies in the fact that it is a global network of local communities, groups that spring up in their own local areas to promote Slow Food's common vision. Since Slow Food's founding in 1986, local member groups have historically been called Convivia (condotte in Italian), while the concept of Communities was launched in 2019.

NETWORK NODES



The Convivia, with their wealth of experience and transversal nature, and the Communities, with their dynamism, constitute the backbone of the movement, which continues to evolve and develop with versatility in very different places and contexts, always inspired by the ideal of good, clean and fair food.





 **687 SLOW FOOD COMMUNITIES**

 **91 COUNTRIES**

The word "community" entered the Slow Food vocabulary in 2004 as the foundational concept of Terra Madre. At the time, "food communities" referred to local groups of food producers and others who identified with Slow Food's vision. After the Chengdu Congress in 2017, the Slow Food Community became an organizational unit conceived in response to the complexity of Slow Food in the world: Neither a classic association nor an NGO, but a movement working in a network that draws its strength and richness from the network, widespread and rooted everywhere, with its own ways of acting, interpreting diversity and fully inhabiting that diversity with dignity. Communities are made up of groups of people who share Slow Food's values and who come together to work towards a specific objective, such as small-scale olive production. They operate at a local level, dialoguing with the rest of the network and strengthening it.

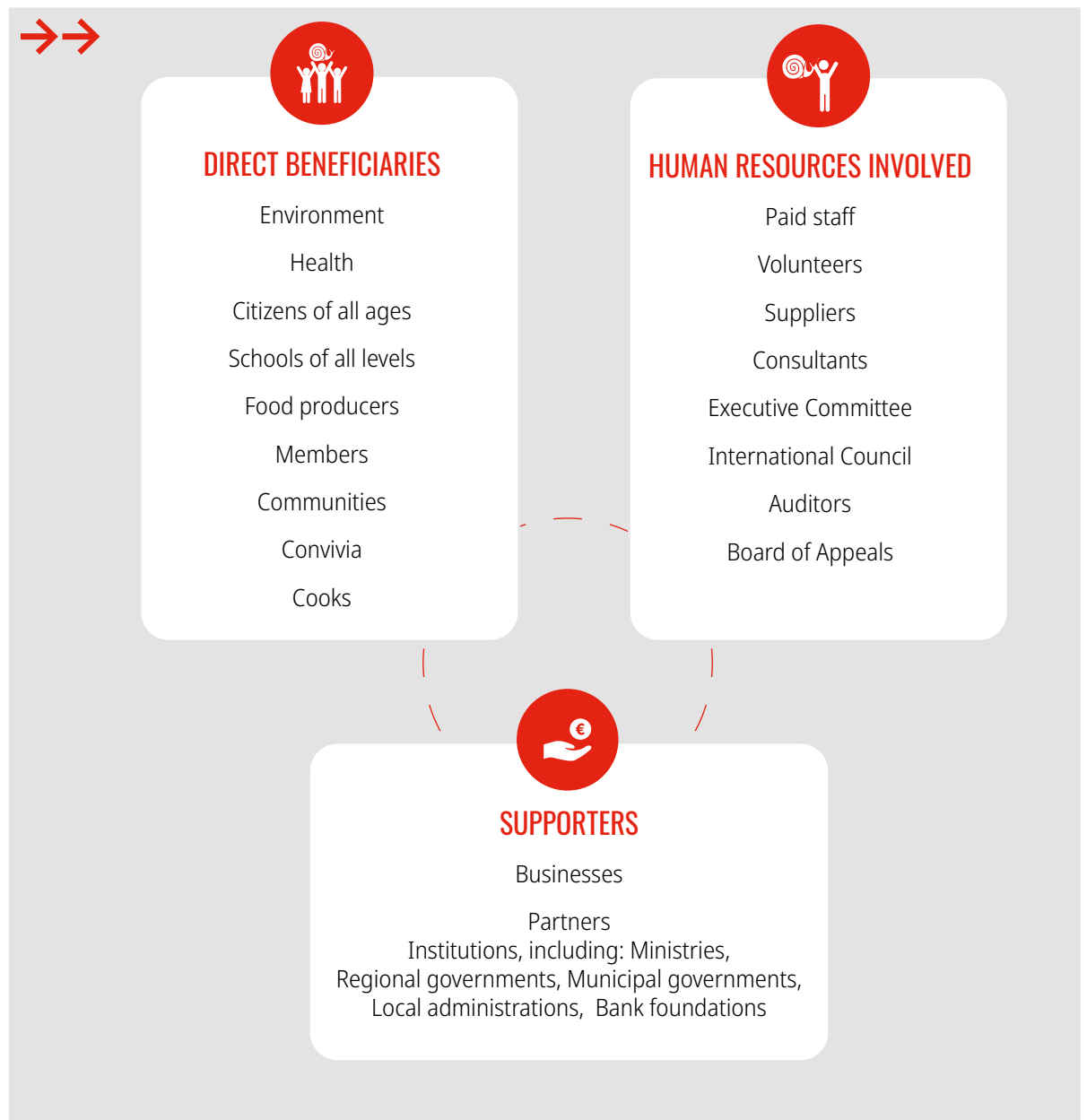
 **1,227 SLOW FOOD CONVIVIA**

 **128 COUNTRIES**

Since Slow Food's founding, a Convivium has been an organizational nucleus of members, people who individually pay an annual membership fee and actively participate in association life, including through the governing bodies at various organizational levels, as set out in the statutes and national law. Convivia are always based within a local area and have a series of obligations there; for example, they do not limit themselves to pursuing a single objective, as the communities do, but they represent Slow Food to other local actors, whether institutions or other associations, and they welcome everyone who wants to become a Slow Food member.



STAKEHOLDERS



MAJOR COLLABORATIONS

- W.K. Kellogg Foundation
- International Land Coalition
- Good Food Good Farming
- EU Food Policy Coalition
- #CambiamoAgricoltura coalition
- Meine Landwirtschaft

LINKED ENTITIES

A number of Slow Food's projects over the years have required companies to run them. These entities operate in line with the principles of good, clean and fair within their area of expertise.

This is the case with **Slow Food Promozione Srl Sb**, founded in 1992 primarily to manage the commercial activities for events such as Cheese, Terra Madre Salone del Gusto and Slow Fish, as well as raising resources. It has been a Società Benefit (benefit corporation) since 2016 and a certified B Corp since 2019. The company also owns 50% of the Albergo dell'Agenzia Srl, part of a wider project located in the hamlet of Pollenzo that includes the **University of Gastronomic Sciences**.

Slow Food also works with the not-for-profit **Slow Food Foundation for Biodiversity**, to support and promote the culture of biodiversity through projects that include the Presidia and the Ark of Taste.



WHO SUPPORTS US

Below are our main supporters of the Slow Food network: institutions, foundations and private companies.



THE EUROPEAN UNION (EU)

Through its funding programs, the **EU** supports Slow Food in many different thematic and geographic areas. The financial support received from the LIFE programme, for the movement's environment and climate action activities at a European level has been particularly important. These activities revolve around three strategic objectives identified in the call to action launched in 2019: (1) defending biodiversity, (2) educating people, and (3) influencing policy.

Numerous other projects allow us to collaborate with global and local partners in Europe, around the Mediterranean and across Central Asia to promote our idea of the future and our development model, involving local actors and communities and raising awareness among public institutions and the private sector. Through these interventions we pursue the construction of food systems with the resilience to withstand environmental and social adversities, based on agroecology, diversity and the wealth of gastronomic cultures, animal welfare and a short, fair and transparent distribution chain as well as urban policies and rural development that can fully achieve well-being for citizens and communities.



THE UNITED NATIONS SYSTEM

International Fund for Agricultural Development (IFAD) has been a long-standing partner of Slow Food, supporting the creation and development of the thematic network of indigenous peoples and the establishment of Presidia in Latin America and Africa. Slow Food and IFAD have been working together for many years to construct a shared discussion space for indigenous peoples within the global Terra Madre network and to support innovative projects of production and consumption on a small scale, based on biodiversity protection and environmental conservation.



Food and Agriculture Organization of the United Nations (FAO) partnerships include:

- Carlo Petrini being named as FAO Special Ambassador Zero Hunger for Europe
- A campaign in favor of family farming in collaboration with the World Rural Forum
- Involvement in the Mountain Partnership to support the launch of the Slow Food Travel project in the Philippines and the island of Palau
- A joint promotion of the Globally Interesting Agricultural Heritage Sites (GIAHS) program, based on the protection of traditional agricultural systems and their importance for the preservation of the environment and the landscape.



Piedmont Region, City of Turin and Turin Chamber of Commerce. They support the realization of the Terra Madre event in Turin and the work of maintaining and strengthening the network between events.



Compagnia
di San Paolo



Fondazione
CRT



FONDAZIONE CRC



foundation
daniel & nina carasso

FOUNDATIONS

The **Compagnia di San Paolo Foundation** supports Slow Food to run institutional activities relating to advocacy, education and biodiversity protection, to organize the international Terra Madre Salone del Gusto event and to test new project development linked to local food systems.

The **Cassa di Risparmio di Torino Foundation and the Associazione delle Fondazioni di Origine Bancaria** in Piedmont supports Slow Food with the organization of the international Terra Madre Salone del Gusto event and the circulation of Slow Food's vision and values within the Piedmont region. ù

The **Cassa di Risparmio di Cuneo Foundation** primarily supports Slow Food with contributions to help with European projects, with a particular focus on the theme of the cultural value of food heritage and food's capacity to trigger positive social dynamics that reinforce democracy, solidarity and the cultural life of local communities.

The **European Climate Foundation and the Daniel and Nina Carasso foundation** support advocacy activities at a European level as part of the EU Food Policy Coalition.



The **AgroEcology Fund and the McKnight Foundation**, both of which work to spread agroecology at a global level, support Presidia and Earth Markets in Kenya, Uganda, Tanzania and Malawi.



The **Tamalpais Trust and the Christensen Fund** support the promotion of the network of indigenous communities and the organization of regional events (most recently in Latin America, East Africa and Asia-Pacific).



The **Lighthouse Foundation and the Mava Foundation** support the thematic network of artisanal fishing communities, which aims to unite farmers, fishers, producers and consumers, sharing a code of ethics and activities that raise awareness about the environmental and social implications of food production and consumption modes, with an overarching goal of protecting local ecosystems.



Table For Two (TFT) is a global initiative to right this food imbalance through a unique meal-sharing program. Supports the Kitchen Garden Project in Africa.





BUSINESSES

Lavazza – Lavazza has been a Slow Food ally since the 1990s, working on many projects to protect the biodiversity of coffee and partnering regularly on Terra Madre Salone del Gusto. In 2020 the foundations were laid for an even broader collaboration thanks to the idea of the Slow Food Coffee Coalition, a network of producers, consumers and businesses that aims to promote the idea of good, clean and fair coffee for all. The Slow Food Coffee Coalition wants to raise the sensory, social and economic quality level of the coffee that we drink every day, through education for growers, roasters, baristas, restaurateurs and consumers.



Relais&Châteaux - 2020, was the third year in a row, that Relais & Châteaux and Slow Food came together to celebrate the fundraising campaign, Food for Change (October 1-4), bringing awareness of biodiversity and climate change to food. A series of events, specially designed menus and virtual forums were developed, where themes and educational experiences were put into practice by leaders from the culinary industry, including nearly 200 Relais & Châteaux chefs in over 50 countries, and international experts.



SLOW FOOD FOUNDATION FOR BIODIVERSITY SUPPORTERS

MAIN SUPPORTERS



SUPPORTERS



OTHER PARTNERS





THE STAFF

Operational organization is entrusted to the General Secretary, who has the responsibility of putting into practice the mandates of the Executive Committee, making the correct choices, communicating them to the structure and verifying their prompt implementation. The General Secretary is responsible for coordinating and optimizing all of Slow Food's operational and planning activities with the aim of making them more effective and functional in regards to the set objectives. They oversee the organization of human resources and supervise the running of various activities in line with the assignments delegated by the Executive Committee, with decision-making and direction-taking autonomy.

The General Secretary achieves Slow Food's objectives with the assistance of the Hubs, which Slow Food and Slow Food Italy use to facilitate coordination and shared management. There are five: Network, Content and Projects, Project Development and Relations, Communication and Operations. This type of organization encourages and develops collaboration between the different Hubs and between the Hubs and the international network. It also aims to eliminate any barriers between Slow Food's different legal entities and work groups.

Slow Food staff are another important node in the network. They are a vital factor to the success of Slow Food's activities and the relationships they forge are strategic. Their passion for Slow Food's mission is a distinctive aspect of the organization's makeup that allows us to maintain a high level of employee motivation and retention. Likewise, their interest in valuing and involving a decentralized structure of actors in decision making within a fairly complex organization is key to our growth.



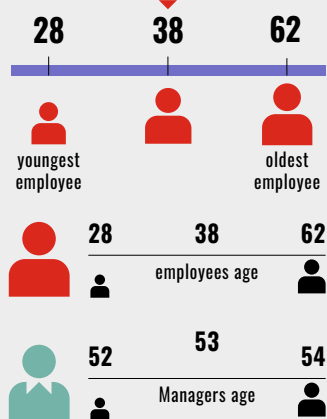
Slow Food®

Total staff

→ 43



Average age (years)

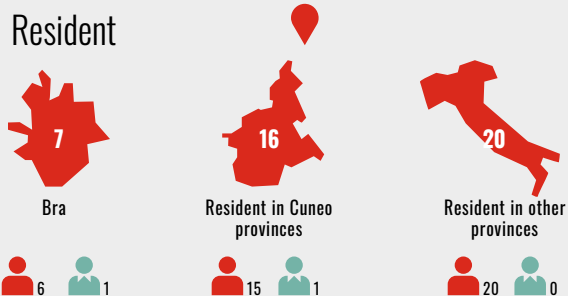


Average years with Slow Food

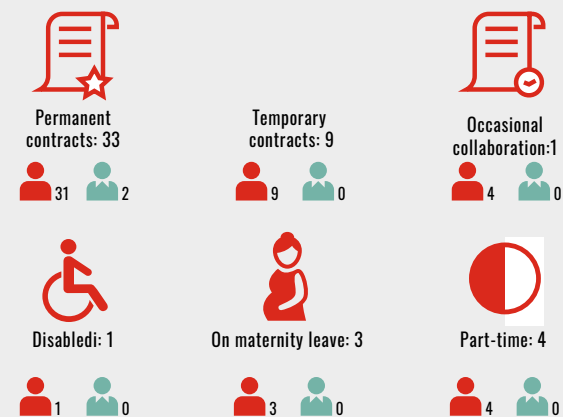
→ 13



Resident



Contracts



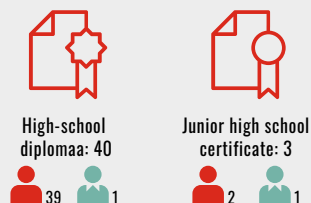
Annual average cost

26291 €

€€€ Highest cost → 73046

→ Entry-level cost → 30000

Degree



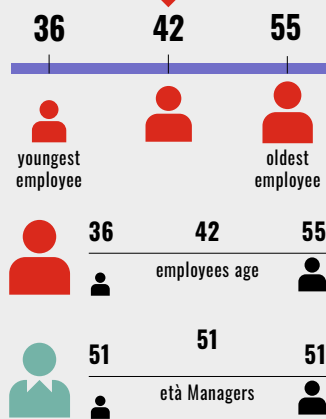


Total staff

→ 12

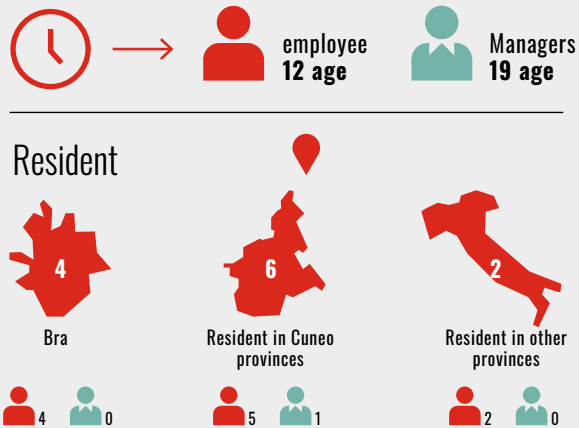


Average age (years)



Average years with Slow Food

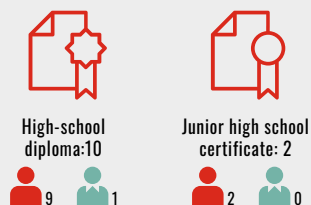
→ 13



Contracts



Degree



Annual average cost

30123 €

Highest cost → 53008

Entry-level cost → 30000



3

WHAT WE DO

—



DEFEND BIOLOGICAL AND CULTURAL DIVERSITY

ARK OF TASTE

The Ark of Taste is the first step in the strategy to save biodiversity. With this project, Slow Food aims to raise awareness about food and agricultural biodiversity, identifying plant varieties, animal breeds and traditional food products (breads, cheeses, cured meats, sweets, etc.), highlighting the risk of their disappearance and educating institutions and consumers about the need to protect them.



Objectives

- Raising awareness about the importance of biodiversity, including through the media.
- Mapping local varieties of fruits and vegetables, animal breeds and food products from around the world and creating a written record of knowledge that tends to be almost exclusively oral.
- Disseminating knowledge about the catalogued products among institutions, producers, cooks and consumers.
- Encouraging actions to protect the products.

The main task is mapping, which is carried out thanks to the collaboration of the entire Slow Food network, and particularly the circa 15,000 nominators who interview farmers, cooks, food artisans, cheesemakers and bakers all over the world and submit product nomination forms.

These items are evaluated by Slow Food's Content and Projects Hub in collaboration with the University of Gastronomic Sciences in Pollenzo. Of vital importance is the work of around 20 technical Ark commissions based in different countries around the world, made up of agronomists, veterinarians, food historians, journalists, academics and chefs.

After being evaluated, descriptions of the approved products are edited and published on the Slow Food Foundation for Biodiversity website, in Italian and English (and often in their original language too). Where possible, they are accompanied by photos.

The project's activities include education and training sessions on the Slow Food network for schools and cooks, in order to share the importance of saving biodiversity and the information and tools needed to identify and catalog food products.



ARK OF TASTE NUMBERS AT THE END OF 2020



5459

products on board



336

new products from
35 countries joined
the Ark
(+16 products from
Azerbaijan)



150

countries



2000

people involved,
including nominators,
interviewed producers
and experts.



Slow Food Russia published a book collecting the descriptions of over 80 Ark products from the country. Slow Food Netherlands worked on the book Ark of Taste Atlas, in collaboration with the University of Gastronomic Sciences. A fundraising campaign was launched to print the book, with the objective of raising €30,000. The **campaign** was successful and 119% of the target was collected. The book will be published in spring 2021. In **Albania**, Slow Food and the University of Gastronomic Sciences produced an atlas of Albanian Ark products, featuring 57 foods and 10 traditional recipes reinterpreted by members of the Slow Food Cooks' Alliance. In **Mexico**, a book of Ark products in the Puebla area was published. In **Brazil**, two publications were produced on Ark products and mapping in the states of Bahia and Minas Gerais. In **Tanzania**, work started on an Ark of Taste book that will be published in 2021. In **Spain, Malta, Jordan, Tunisia, Lebanon and Palestine**, online training was organized for mapping Ark products as part of the MedSnail project. In **Cuba**, 20 postcards dedicated to Ark products were published and distributed, and agroecology training was held at some of the farms from the Fincas Slow network. This effort was part of the "**Producciones agroecológicas y educación nutricionales en comunidades habaneras ante impactos de la Covid-19**" project, which focused on two municipalities in Havana and was run with various partners, including Oxfam.



FOOD IS CULTURE

The “Food is Culture” project, funded by Creative Europe and involving Italy, Croatia, Serbia and Sweden, made it possible to organize a number of Ark-related activities in 2020:

- Around 100 new products were nominated to the Ark of Taste, as part of a competition. Two prizes were awarded to nominators—one in Italy and one in Spain (to an agricultural institute in Extremadura).
- An online cookbook was produced of 46 recipes highlighting Italian and Swedish Ark of Taste products by an equal number of cooks from each country. Members from the Slow Food Cooks’ Alliance were involved in Italy.
- A competition was launched for Italian and Swedish chefs. The cooks were asked to develop recipes inspired by Slow Food's biodiversity-protection philosophy. A total of 46 cooks participated in the initiative and each submitted a recipe (<https://multimediark.slowfood.com/chefs-contest/>). An international jury selected the three winners and their three winning recipes. The recipes and the traditional products used were featured in a multimedia art installation produced as part of the project.
- A kit for primary schools, “The Ark of Taste Goes to School” was produced in English, Italian, Serbian, Croatian, German, French, Spanish, Portuguese, Russian and Azeri.



Partnerships

- **FAO** – funded the atlas of Ark products in Albania
- **Italian Labor Ministry** – facilitated the inclusion of 200 new products in the Ark catalog
- **University of Gastronomic Sciences of Pollenzo** – collaborated on the production of the atlases
- **Kinookus, Europa Nostra, Nova Iskra Creative Hub and Transpond AB** – part of Creative Europe
- **German Embassy in Cuba and Oxfam** – funded the Ark and agroecology project organized in Cuba
- **Relais & Châteaux** – involved nearly 200 chefs
- **M. S. Swaminathan Foundation** – dedicated a chapter of the book Orphan Crops for Sustainable Food and Nutrition Security: Promoting Neglected and Underutilized Species to Slow Food's Ark research methodology

Media and communication

The Ark of Taste English language section on the website saw a significant increase of 20% more views in the last year. After the section on Presidia, the Ark of Taste content in English is the most viewed on the Slow Food Foundation for Biodiversity website (470,000).

A total of 121 articles published online in 25 countries cited the Ark of Taste. In the Italian media, the Ark of Taste was mentioned in 520 articles in print and online publications.

Ark of Taste media mentions included Stern and Tagesspiegel in Germany; Bændablaðið, one of Iceland's leading newspapers; Manila Bulletin in the Philippines; the Spanish La Vanguardia; Le Matin in Switzerland; and Haberler and Hürriyet in Turkey; while in the United States the New York Times, Seattle Times and Saveur all mentioned products catalogued in the Ark of Taste. In Italy, Il Manifesto, La Repubblica Torino and La Gazzetta del Mezzogiorno were among the publications that cited the project.

The Ark of Taste article that received the highest number of readers was featured in an article on MSN powered by Microsoft News entitled, "4 Innovative Projects That Actively Redefine Agriculture and Food Practices in the Middle East."

What has changed thanks to the Ark of Taste?

Involvement and knowledge spreading to an audience that grows wider every year:

- Schools. Through the Ark of Taste, almost a thousand students in Italy have discovered the importance of biodiversity and the relationship between biodiversity, the environment and daily food.
- Cooks. Despite a very challenging year for the restaurant industry, many cooks have discovered biodiverse and culturally important products that they can buy and include on their menus.

Central Europe

The Central Europe project, which came to a close in May 2020, concentrated on the research, definition and testing of a model for identifying and promoting the heritage of intangible knowledge linked to gastronomic culture in five central European cities.

Brno, Czechia: food education in schools to promote the intangible cultural heritage linked to food and gastronomy.

Dubrovnik, Croatia: the multimedia exhibition "City Breadwinners" highlighted the central role of small-scale producers as guardians of local biodiversity.

Kecskemét, Hungary: market and food education for children.

Krakow, Poland: the role of sustainable tourism.

Venice, Italy: raising awareness among the general public through the Venetian Gastronomy Festival - SAOR (September 27-29, 2019).

As part of the project, a document was produced that represents a road map for institutions who want to commit to protecting gastronomic heritage. It was translated into six languages.

The Slow Food-Central Europe partnership is made up of ten partners from five central European countries: Slow Food (Italy), City of Venice (Italy), University of Gastronomic Sciences (Italy), City of Dubrovnik Development Agency – DURA (Croatia), Kinookus association (Croatia), Tourist Authority South Moravia (Czechia), Slow Food Brno (Czechia), City of Krakow (Poland), City of Kecskemét local administration (Hungary) and Kiskunság traditional crafts and tourism association – Slow Food Kiskunság (Hungary).





Slow Food®
Presidium



SLOW FOOD PRESIDIA

With the Presidia project, Slow Food fights the loss of agricultural and food biodiversity—plant and animal—and the gradual disappearance of small artisanal food production businesses. It combats climate change by encouraging conscious consumption and sustainable agricultural techniques and promotes local production and consumption systems based on communities, respect for the environment and social solidarity. It protects the indissoluble link between a community's terroir, food, work and culture.



Objectives

Slow Food concretely helps producers who preserve biodiversity through the following objectives:

- Highlighting the value of their local areas.
- Recovering traditional crafts and techniques.
- Saving native breeds and local varieties of fruits and vegetables from extinction.
- Saving and promoting rural landscapes and ecosystems.
- Promoting and improving sustainable cultivation, livestock and fishing systems.
- Creating local communities (Slow Food Communities).
- Fighting the depopulation of marginal areas.
- Developing direct relationships between consumers and local producers.
- Providing communication tools to Presidium and Slow Food Community producers.
- Highlighting producers work by inspiring the curiosity and interest of the media, and through them the public.



NUMBERS OF THE PRESIDIA AT THE END OF 2020



610

active Presidia



+27

new Presidia



72

countries



20.000

producers, including
817 indigenous
producers

Covid-19 restrictions have not only hindered normal activities—particularly field visits by Slow Food coordinators to individual Presidia—they've also taken a heavy toll on producers. The 2020 work plan had to be radically changed, with the priority objective being listening to producers' needs and doing everything possible to help them. Nonetheless, a significant share of the previously planned activities did manage to go ahead. The process for assigning the new logo continued, for example; this involves updating production protocols, creating narrative labels and forming Presidium Communities. New Presidia were established, particularly in Italy, thanks to the "Slow Food in Azione" funding from the country's Labor Ministry.

NEW PRESIDIA



- Danube Terraces Roter Veltliner - Austria
- Icelandic Settlers Hen - Iceland
- Airola Onion - Campania, Italy
- Alpe Adria Klozen Pears Friuli-Venezia Giulia, Italy
- Alta Baronia Sheep Cheese - Sardinia, Italy
- Aosta Valley Verrayes Potato - Valle d'Aosta, Italy
- Asti Sorì Artichoke - Piedmont, Italy
- Breme Red Onion Lombardy, Italy
- Brogna Sheep - Veneto, Italy
- Buco Incavato Peach - Emilia-Romagna, Italy
- Carmasciano Pecorino - Campania, Italy
- Collina Cabbage - Friuli-Venezia Giulia, Italy
- Cortale Beans - Calabria, Italy
- Curly Torzella - Campania, Italy
- Escalaplano Axrida Cheese - Sardinia, Italy
- Gorga Queen Bean - Campania, Italy
- Ittiri Fresa Cheese - Sardinia, Italy
- Licata Buttigieddu Tomato - Sicily, Italy
- Moggio Udinese Brovadâr - Friuli-Venezia Giulia, Italy
- Pedaso Flat Red Onion - Marche, Italy
- Pietrelcina Artichoke - Campania, Italy
- Reggiani Ancient Melon Varieties - Emilia-Romagna, Italy
- Sauris Fava Bean Friuli-Venezia Giulia, Italy
- Senales Valley Sheep - Alto Adige, Italy
- Terragnolo Buckwheat - Trentino, Italy
- Tivoli Pizzutello Grape - Lazio, Italy
- Valnerina Buckwheat - Umbria, Italy



Slow Food®
Presidium



The guidelines for Presidia packaging were drawn up with the objective of phasing out unsustainable materials.

The revision of the poultry guidelines was completed, with the assistance of veterinarians from Veterinari Senza Frontiere (VSF).

In Austria

Documents were prepared to present to the Slow Food Executive Committee. In addition, the process of revising and defining the Presidia production protocols was also started, looking particularly at the Lesachtal Bread and Danube Terraces Roter Veltliner Presidia.

In Burkina Faso

Here work was concentrated on the Comoé Red Rice Presidium. A milling machine was purchased and a workshop created for it. As a result, the manual work was reduced and the quality of the product was improved, as the rice grains no longer break during husking and can be sold for a higher price.

In Colombia

Activities to strengthen the Providencia Black Crab Presidium were planned as part of the Slow Fish Caribe project. In November, a hurricane devastated the island and the project partners decided to use the remaining funds for reconstruction and reacquiring lost equipment.

In Ecuador

The Chocó Nacional Cacao Presidium continued its work to request the logo, focusing in particular on defining its production protocol. The Esmeraldas Blue Crab Presidium finalized its production protocol and narrative label.

In France

Four Presidia started the process of applying for the Slow Food Presidium logo: Breton and Charent Sea Born Oyster, Saint-Flour Golden Lentil, Natural Farmhouse Camembert and Kintoa Basque Pig.

The production protocols for those Presidia interested in the logo were updated and signed, Communities were founded and narrative labels were created.



In Italy

At the end of 2020, 393 producers from 144 Presidia signed the new code of use for the logo. The new label with the logo was approved for 111 producers from 66 Presidia. Around 100 production protocols were updated, bringing the total number to 150, while 27 narrative labels were created. Slow Food launched a platform to allow Presidium producers to make their own narrative label online.

In Iceland

The task of revising and defining the production protocols for all three of the country's Presidia (Icelandic Goat, Icelandic Settlers Hen and Traditional Icelandic Skyr) began.

In Mexico

Various activities were carried out with four Presidia: Chiapas Milpa System and the three Yucatan Presidia (Yucatán Peninsula Hairless Pig, Yucatán Peninsula Xunankab Bee Honey and Yucatán Peninsula Pumpkin Seeds). A seed bank was created in Mitontic for the milpa corn, where monitoring questionnaires were also distributed and infographics were created with the data obtained.



In Spain

Work began to define the production protocols and to create Communities for the Ballobar Capser and Jiloca Saffron Presidia.

In Slovakia

The process of setting up the Bryndza 1787 Presidium began: A Community was created, a production protocol was drafted in the Slovak language and the product was given a Slow Food-approved narrative label.

In Switzerland

The new logo was launched in October 2020. Slow Food Switzerland produced a manual for the use of the logo in the country's three languages. To date, six Presidia are using the new logo, eight have signed the code of use, 17 production protocols are definitive (with five being revised) and 13 producers have a narrative label.





Indigenous Presidia

As part of the IFAD-funded project “Empowering Indigenous Youth and their Communities to Defend and Promote their Food Heritage,” work was carried out on ten indigenous Presidia, testing the application of a participatory guarantee scheme (PGS) on two Presidia (Oaxaca Mixteca Agave and Ogiek Honey) and collecting and analyzing data on the social, economic and environmental impact.

The ten Presidia under consideration are:

Argentina

Gran Chaco Wild Fruits and Wichi Wild Honey

Brazil

Sateré-Mawé Native Waraná and Kiriri Manioc Flour

Colombia

Providencia Black Crab

Ecuador

Esmeraldas Blue Crab

Kenya

Ogiek Honey and Red Maasai Sheep

Mexico

Puebla Sierra Norte Native Bees Honey and Oaxaca Mixteca Agave



A PARTICIPATORY CERTIFICATION SYSTEM FOR THE SLOW FOOD PRESIDIA

We moved forward on testing a participatory guarantee system (PGS) with a view to develop an effective certification scheme that can work for all the Presidia while also taking into account the complexity of traditional, small-scale, artisanal food production. Small-scale family producers struggle with market access because third-party certification and labeling processes are often too costly and bureaucracy-heavy. PGS would be an alternative to this method.

The objectives were to create a certification system that reflected Slow Food's principles of good, clean and fair and the needs and experiences of the network, applying it to two indigenous Presidia.

The pilot project involved 350 producers in Kenya and 50 in Mexico, as well as ten representatives from institutions in each country. A Terra Madre Forum was organized on the topic.

These were the results:

- A PGS was created for the Ogiek Honey and Oaxaca Mixteca Agave Presidia.
- Informational, awareness-raising and capacity-development events were held, with high levels of participation from producers and stakeholders.
- The relevant managing bodies were elected.
- Product labels were developed, along with appropriate packaging that could communicate the origin and quality guarantee of the product.
- We interviewed stakeholders who held the opinion that Slow Food's approach to the PGS was appropriate and contributed to achieving the objectives of the Presidia being analyzed.
- The PGS proved to be a valuable additional component of the Presidium, contributing to reinforcing a sense of belonging to the group and generating further empowerment for the members, who had full control over the quality of the production process and the final result.
- The PGS also contributed to increasing yields and income thanks to improved and guaranteed product quality and a subsequent boost to marketing potential.
- The experience showed that a PGS is appealing to young people and generates a sense of responsibility.

Overall the project showed that a PGS is an appropriate tool for strengthening the Slow Food Presidium model, leading to improved knowledge among participants, reinforced cohesion and empowerment, increased transparency, higher technical quality in the production process and marketing, greater returns from sales and expanded marketing potential thanks to more consumer trust and better dialog among stakeholders.

Partnerships

- **Italian Ministry of Labor** – “Slow Food in Azione” made it possible to establish 20 new Presidia.
- **Chemistry Lab of the Turin Chamber of Commerce** – consultancy for labelling and nutritional analysis of Presidia.
- **IFAD** – analysis of the impact of ten indigenous Presidia and piloting of the participatory guarantee systems; IFAD's support for the ten Presidia also included training, promotion and the purchase of materials and tools for processing the products.
- **FAO** – publication of a study comparing the GIAHS and the Slow Food Presidia.
- **World Biodiversity Forum in Davos (Switzerland)** – presentation of Slow Food's projects as part of a panel discussion on new and disruptive approaches for biodiversity.
- **European PPILOW project** – five focus groups of Presidia pig and poultry farmers and Slow Food experts met as part of this project to improve animal welfare on organic farms.
- **Meatless Monday** – Let It Bean! initiative
- **W. K. Kellogg Foundation** – support for the development of four indigenous Presidia in Chiapas and the Yucatán.
- **Gruppo Ecor NaturaSi** – started stocking 60 certified organic Presidium producers in its shops.
- **Bioclin** – uses by-products from some Presidia as ingredients in a line of hair products. Davines uses active ingredients from Presidium products in the Essential Hair Haircare line.
- **Asa** – the group that produces metal containers for oil has made the Tin4You platform available to Presidia so that producers can order printed tins in small quantities and with a 40% discount on the cost.
- **Coop Switzerland** – An ongoing partnership with the Swiss supermarket chain continued.
- **Consorzio del Parmigiano Reggiano DOP** – activities to support natural cheeses with collaboration on training for producers in the network continued.
- **ASKO** – production of texts for a cookbook using Presidium products.

Media and communication

A more integrated visual identity for the Slow Food Presidia was sought through an overhaul of the project's graphic design and the creation of logos and narrative labels. Due to these efforts, the Presidia section of the Slow Food Foundation for Biodiversity website was the most visited with visitation up 13% compared to the previous year (at over 50,000 views of the section's introductory page).

Promotion for new Presidia was carried out with greater coordination in 2020. One focus for communication was the assignment of a Brazilian Appellation of Origin to the waraná produced by the Sateré-Mawé indigenous people, which has been a Slow Food Presidium for almost 20 years. Another focus was the Slow Food Italian Extra-Virgin Olive Oil Presidium, associated with the communication for Slow Food's guide to extra-virgin oils. One noteworthy Presidium was the Mediterranean Prud'homies, the first project to be funded by the newly created Resilience Fund.

During the first lockdown, the Italian and international Slow Food websites (and their social media and newsletters) shared the global Slow Food network initiatives that started in response to the pandemic.

Here are some figures from the non-Italian media:

- In the online news media monitored through the Cision platform, total mentions of the Slow Food Presidia totalled 45,510, and were amplified on social media, which boosted views to 477,317 shares.
- We selected 543 articles that talked about the Slow Food Presidia in more depth, rather than just a simple mention. Of these, 68 articles from 23 countries were the most significant. Unfortunately monitoring was interrupted in March, April and May when staff were furloughed due to Covid-19.

Online media mentions in leading outlets:

- The German daily newspaper, Frankfurter Allgemeine Zeitung, dedicated an article to the Traditional Cetara

Anchovy Extract Presidium, while Die Welt turned its attention to Austria's Danube Terraces Roter Veltliner Presidium which was also featured in the daily Kurier.

- The Guardian in the UK published an article about perry (pear cider) and mentioned the Three Counties Perry Presidium.
- In Belgium, the magazine Imagine dedicated two features to the Southern Bahian Cabruca Cacao Presidium in Brazil and the Canestrino Tomato Presidium in Italy, including interviews with the producers.
- In Austria, the national broadcaster ORF produced a feature on the murder of Agitu Ideo Gudeta, an Ethiopian migrant cheesemaker who had been living in Trentino and rearing Piebald Mochena goats, a breed for which there is a Slow Food Presidium.
- Icelandic national newspaper Bændablaðið featured two articles dedicated to the Icelandic Settlers Hen Presidium, while in Switzerland the French-language daily Le Matin and the Italian-language TV channel Rete Uno both talked about several Presidia.

↔ What has changed thanks to the Presidia?

After existing for 15 years, in 2020 the Rove Brousse Presidium in France obtained Protected Designation of Origin (PDO), making it the smallest cheese to do so in Europe. As previously mentioned, the native waraná produced by the Sateré-Mawé, an indigenous people living in the Amazon, was granted a Brazilian Appellation of Origin. In Italy, thanks to initiatives like the "Presidi aperti" (Open Presidia) day and partnerships with businesses like EcorNaturaSi, thousands of people had the chance to get to know, appreciate and buy good, clean and fair products and to meet and visit the producers. This challenging pandemic year has only confirmed the importance of small-scale local food production, which in many cases allowed communities to access good, clean and fair food and ensure a minimum of social interaction. New forms of direct sales were organized with extraordinary speed, and for many weeks the only external contact for many families was with local businesses. With the Presidia, Slow Food is demonstrating that the safeguarding of biodiversity and traditional knowledge can translate into a concrete opportunity for economic and social improvement for communities and local areas. Institutions are increasingly thinking about Slow Food Presidia alongside other product designations like PDO, PGI and TSG and FAO's GIAHS, meaning their status as valid international practices is being recognized and valued.



Success stories

Terra Madre Week at Terroirs d'Avenir - Paris

The Association des Fromages Naturels de France, the French association of natural cheeses, organized this event to address the generally poor understanding of the importance of natural cheese, closely linked to the loss of food and agricultural biodiversity. The current policy framework does not give concrete support to small-scale farmers who produce natural cheeses on their farms.

The association, which unites the country's cheese Presidia, organized a week-long event and exhibition in four food shops in the Terroirs d'Avenir chain in Paris. Due to Covid restrictions, it was not possible to hold tastings or meetings with producers, but all the same the posters and narrative labels became a way to share the story of the products and describe the wider political context (for example, how European policies do not adequately support or value small-scale farmhouse cheese producers). Fifteen producers, four shops and 500 people were involved.




Slow Food®
Alleanza dei Cuochi



SLOW FOOD COOKS' ALLIANCE

Slow Food launched the Slow Food Cooks' Alliance in order to raise awareness within the restaurant industry about the challenges facing small-scale farmers and food artisans who protect food biodiversity and care for fragile, marginal environments. Even though the quality of a restaurant is closely linked to the ingredients used to prepare the food being served, many chefs have become accustomed to a supply model that for practical reasons is based on wholesalers and large-scale distribution. As a result, even traditional cuisine has often lost its link with local food production.



Objectives

- Disseminating knowledge about the importance of food and agricultural biodiversity.
- Disseminating knowledge about local products among cooks and consumers.
- Raising awareness about everything that lies behind a quality, local restaurant service, in economic, social and cultural terms.
- Advocating for the development of direct relationships between cooks and local producers to support sustainable small-scale food production and reduce the environmental impact linked to long distance transport.
- Encouraging cooks to take a collective, participatory approach, exchanging experiences and developing shared projects.
- Educating cooks about the issue of sustainability and the need to combat the climate crisis.
- Connecting cooks and the restaurant industry to Slow Food's campaigns and projects.
- Strengthening the role of the Slow Food Presidia, Ark of Taste and Earth Markets as supply sources for restaurants.
- Involving cooks in Slow Food's training and education activities.
- Providing project communication tools to the cooks.
- Raising awareness among the media and the public.

Restaurants around the world were one of the sectors hardest hit by the pandemic in 2020. The crisis affected the whole industry, but the heaviest toll was on recently opened venues, often run by young people. The various lockdowns forced many restaurateurs to close their businesses, while others had to invest significant resources in adapting their restaurants to meet the new safety measures.

The assignment of the new logo for the Slow Food Cooks' Alliance, the snail, began in 2020. So far, Italy, South Africa, Switzerland, Ukraine and Azerbaijan are using it, with other countries set to join them in 2021.

The section on the website dedicated to the Alliance was given a complete overhaul, and now includes the updated guidelines and specific sections on waste, the Meat the Change campaign and the climate crisis, as well as other material useful for the network.

THE NUMBERS OF SLOW FOOD COOKS' ALLIANCE AT THE END OF 2020



1000

cooks



+180

new cooks have joined the existing Alliances, in Italy, Mexico, Germany, Switzerland and Argentina.



26

countries, the most recent country to join in 2020 was Azerbaijan, with seven member cooks.



46

The "Food is Culture" project included participation of 39 cooks from the Italian Alliance and seven cooks from the Swedish Alliance.



Partnerships

- **Italian Ministry of Labor** – "Slow Food in Azione" project
- **Italian Ministry of Foreign Affairs** – video communication activities
- **European Union** – Taste Workshop on the Esmeraldas Blue Crab Presidium as part of the Slow Fish Caribe project
- **Relais & Châteaux** – Food for Change campaign (October 1-4)
- **ASKO** – Worked with Slow Food to produce a cookbook with 30 recipes provided by 11 Alliance cooks





Media and communication

The revision of the Slow Food Cooks' Alliance's graphic design and communication tools (like the website and the material provided to cooks to communicate their commitment) made it possible to create a more integrated visual identity for the project and to provide the cooks with effective tools for external communications.

Page views for the Alliance section within the Slow Food Foundation for Biodiversity website were around 8,000, with a significant increase of views of the page of material for cooks (+322%).

During the first lockdown, the Slow Food international and Italian websites (and their social media and newsletters) talked about the network's solidarity initiatives for healthcare workers and others in particularly vulnerable situations. Around 1,500 posts were published on Instagram with the hashtag #SlowFoodSolidarity, for example.

In May, Slow Food Italy launched the appeal *Ripartiamo dalla terra* (Let's start from the land), supported by the publication of opinion pieces by Carlo Petrini in the Gruppo Gedi newspapers *La Stampa* and *Repubblica* and by Raffaella Ponzio in *Il Manifesto*.

In the non-Italian online news media monitored through the Cision platform, the Slow Food Cooks' Alliance was mentioned 93 times with an amplification on social media of 777 shares. Leading publications included *Le Matin* in Switzerland; the South African magazine *Cape Town Diva*, which featured a long interview with Igor Mezencev from the SF Cooks' Alliance in Ukraine; and *Médiapart*, which in France published an open letter against Amazon signed by a coalition that included the French Slow Food Cooks' Alliance.

What has changed thanks to the Cooks' Alliance?

The year 2020 marked a crucial turning point for the Alliance. What started as a pact between cooks and small-scale producers, with the primary objective of supporting the producers, suddenly saw the roles reversed. Almost overnight, the restaurant industry became the weakest link, the sector in need of protection. One positive outcome was that this dramatic situation did clarify even further the real meaning of the term Alliance.

#slowfoodsolidarity

Italy During the lockdown, Chicco Cerea, the chef at the three-Michelin-starred restaurant Da Vittorio in Brusaporto and a member of the Slow Food Cooks' Alliance, took over the kitchen at the temporary hospital set up at the Fiera di Bergamo. In March, the Alliance cooks in Florence, in collaboration with Caritas, prepared 1,500 lunches and dinners a day for those in need, seven days a week.

Albania During the months of closure, Altin Prenga, the chef at Mrizi i Zanave, encouraged cooks and waiters at his restaurant to tend the food gardens that were at risk of being abandoned by locals.

Belgium The restaurant Racines produced 25 kilos of fresh pasta (the equivalent of 175 meals) for the NoJavel association, a nonprofit organization that fights against food waste and insecurity and advocates for solidarity, mutual aid and self-management.

Colombia The Alliance cooks launched an appeal asking families to buy food from local producers, and included daily publication of recipes featuring local products. Antonuela Ariza from the restaurant Minimal, along with other Alliance cooks, distributed 380 meals to a soup kitchen in Bogotá.

France Alliance cooks and producers from the network created daily meals for healthcare workers in the kitchens of the Bayonne hospital.

Mexico Claudia Santiz opened a fundraising appeal in order to donate boxes of vegetables to the most affected communities including farmers and healthcare workers.

Juan Pablo Inés, the chef at the Queretaro restaurant Pía Coxina Libre, supported farmers who normally supplied his restaurant, by organizing a vegetable box project so that they could have another income stream.

United Kingdom The Alliance restaurant The Gannet in Glasgow worked with food banks to produce food packages three times a week for vulnerable individuals and communities. Also in Glasgow, Eusebi's Deli worked with the Kindness Homeless Street Team to help deliver food to the homeless during the lockdown.

South Africa The Alliance cooks, in partnership with the South African Chefs Association and NOSH Food Rescue, an association working against food waste, organized a project to salvage fresh food that otherwise risked being thrown away and to use it to make dishes to deliver to those in need. A total of 1,382,362 meals were served.





Slow Food®
Mercati della Terra



EARTH MARKETS

I Mercati della Terra sono luoghi dove acquistare prodotti di qualità, ma anche spazi per costruire Comunità, creare scambio e fare educazione, accorciando la distanza fisica e cognitiva fra chi produce e chi consuma. Sono esperienze di vendita diretta alternative, allineate ai principi di Slow Food, di cui promuovono e diffondono i valori e sostengono i principali progetti.



Objectives

- Shortening the food distribution chain.
- Making local, seasonal foods, produced with respect for the environment and workers' rights, more available.
- Creating market outlets for small-scale producers.
- Supporting local economies.
- Encouraging encounters between producers and consumers.
- Developing and reinforcing a sense of community.
- Networking together sustainable experiences, so that they can learn from each other and support each other.

The Earth Markets are also adapting to the new Slow Food Community model and adopting the unified snail logo. This process of revision, oriented towards the relaunch of the project, was shared with the international coordinators of the project, who responded to a questionnaire to identify the main areas of work for 2020. The year was dedicated primarily to the production of the project's activation documents, to redefining the nomination process, to producing and sharing informational and service material and to revising the section dedicated to the Earth Markets on the Slow Food Foundation for Biodiversity website.

In 2020, the pandemic slowed both the relaunch process and the project's regular activities. Not only did the Slow Food group have to draw on government support, reducing work to the minimum necessary, but almost everywhere in the world markets were cancelled due to Covid-19 prevention measures.

In Italy

In Italy, various Earth Markets began to offer home delivery, such as the Novale Earth Market in Bologna, the Tivoli and Valle dell'Aniene Archeo-Earth Market and those in Alba, Milan, Montecatini Terme and Margine Coperta, Lucca and Cairo Montenotte. In Montevarchi and Lentini, the markets were able to continue operating, though they had to follow Covid-19 regulations, while also adding home delivery services.

In Colombia

Following the suspension of activities on March 15, the Bogotá Earth Market organized "Mi Ecodespensa," a project that allowed a group of producers in the Sumapaz region to sell their products via delivery to pick-up points. This process allowed over 200 deliveries. The Mercado Organico in Cali was also able to continue operating by offering home delivery.

In Cuba

In March 2020 the Vista Hermosa Earth Market decided to shift from in-person events at its regular site (the Finca Vista Hermosa) to organizing deliveries at the restaurant Mediterraneo Habana in Havana. In March alone, the market dispatched 198 orders with an average of 10 kilos of products per order, making a total of around 2 tons of products sold.

In the Netherlands

To provide support for small businesses, Slow Food Netherlands launched an online page entitled "Kies Lokaal" (choose local), with addresses for all the provinces in the country.

In Germany

Slow Food Germany developed an online map to highlight producers and restaurants in the network and those that generally operate sustainably. The map is divided into categories such as restaurants and shops that supply high-quality milk, businesses that support Slow Food's ideals and Convivia and events.

In Brazil

The Brazilian SFYN created an online platform with a map showing the location of groups registered across the country, with a code designating if they are food producers, retailers, restaurants or affiliated support services.

In Venezuela

In response to the humanitarian crisis caused by an interruption of the distribution services organized by the government, the SFYN here created an online market platform, the Mercado Agrícola Virtual, which made it possible to buy directly from local and agroecological farmers and producers.

Home delivery schemes were also started in **Chile** (Coquimbo Earth Market) and Mexico (Mérida Earth Market).



THE NUMBERS OF EARTH MARKETS AT THE END OF 2020



NEW MARKETS

- • Shanghai Earth Market, China
- Cali Organic Earth Market, Colombia
- Valle dell'Irno Earth Market - Campania, Italy
- Viterbo and Tuscia Earth Market - Lazio, Italy
- Soncino Earth Market - Lombardy, Italy
- San Severo Earth Market - Puglia, Italy
- Terre Alte degli Altipiani Cimbri
- Earth Market - Trentino-Alto Adige, Italy
- Tarsus Earth Market - Turkey


Slow Food®
 Mercati della Terra

Success stories

Slow Food Tarsus Earth Market

The Slow Food Tarsus Preservation of Food Heritage Community had observed that small-scale local farmers were earning too little from the food that they produced. They were struggling with unfair competition from the bigger conventional food producers in the area. The Slow Food Community wanted to offer them new opportunities to sell their good, clean and fair products at reasonable prices. A farmers' market was the best way to offer this opportunity and at the same time create a venue for presenting Slow Food's work and bringing people closer to the movement.

The first step was the formation of a Slow Food Community, followed by reaching out to public institutions. The chance to create a second Slow Food Community around the market's stakeholders proved to be a very effective way of involving all the actors. The Tarsus Chamber of Commerce was involved; chambers of commerce are particularly important institutions in Turkey, because they are apolitical and relatively powerful. The Tarsus municipality offered its support and provided the venue for the market for free—the historic Kubat Pasha madrasa, one of the most beautiful historic buildings in the town.

At the same time, work began on putting together a network of producers, thanks in part to the Tarsus Chamber of Agriculture. All the producers were visited, to confirm that they

A total of 150 people make this market possible: 70 producers, 60 Slow Food members and 20 institutional representatives.

Over 2,000 visitors and customers participate in every market.

Surveys have produced encouraging results:

- 82% see the market as an important or very important economic opportunity.
- 99% see the market as an opportunity for the commercial and social life of the city and region.



Other significant results:

- Inspired by the work carried out, the Marsin Chamber of Commerce collaborated on the formation of the first Slow Fish Community in Turkey.
- Many producers are committed to using recyclable materials, like paper bags, compostable plates, etc.

Media and communication

The section of the Slow Food Foundation website dedicated to the Earth Markets (in Italian and English) was updated with all the new material available (guidelines, selection criteria for vendors, application forms, a graphic design kit with communication materials) translated into Italian, English, Spanish, Portuguese, French and German. The section contains useful information, including an FAQ, and a section for Earth Market news. A handbook on the Earth Market project was also produced.

Articles were published on the Italian and international communication channels to reinforce the feeling of community around Slow Food. Pre-pandemic, and in the first few months of 2020, the Earth Markets were always a constant presence in the list of Slow activities for the weekend that Slow Food Italy published every week.

The Earth Market model was the focus of a debate on food policy at Terra Madre Bergamo, in mid-October, one of the events that the Slow Food Italian press office promoted with targeted stories and interviews for journalists.

On the Slow Food International Facebook page, ten posts were dedicated to the Earth Markets, all with good results compared to the average for the page.

The opening of the Shanghai Earth Market attracted good results (above average), with 12,835 people reached and 336 reactions, comments and shares, and a post with photos and a story about the Earth Market in Uganda's Mukono District, reached 10,220 people and had 238 reactions, comments and shares.

Research on the Earth Markets was published in October 2020 in the Journal of Sustainable Tourism, based on data collected from the survey sent to the international coordinators in 2019.

In the international media, a significant share of articles (16% of the total) appeared in Australia, where the Maitland Earth Market has been particularly active. The Australian market was even mentioned in Vietnam, due to the participation of a Vietnamese vegetable grower. Good results were also seen in Cuba, thanks to the market in Havana, and in the Roussillon region of France. In Mexico, Slow Food Yucatán's Earth Market was featured in an article in La Jornada Maya.

In general, articles appear when a new Earth Market is announced, with the launch of the Tarsus market in Turkey leading to around 15 articles online, for example. The press release "China's first Slow Food Earth Market is ready to open," sent in Mandarin to 130 contacts, was used in at least eight publications. "Devolviendo valor a los agricultores locales, Cali Earth Market se une a la familia Slow Food" was the title of the press release picked up by El Tiempo in Colombia.





Partnership

- **Italian Ministry of Labor** – “Slow Food in Azione” project
- **Municipality of Tarsus** (Turkey)
- **UN-Habitat and Market Cities Initiative** – organization of two webinars
- **Palm Spa and Bestack** – organization of training on packaging
- **Eataly Smeraldo in Milan** (September 26) and Eataly Florence (February 15 and 16)
- **Metro Town Mall** – location of the Shanghai Earth Market in China
- **Asoproorganicos** (Asociación De Productores Orgánicos Del Valle Del Cauca Y Cauca) and Corporación Valle del Cauca (CVC) for the Cali Earth Market in Colombia
- **Ibva-Social Market Solidando, Slow Food Milan, Slow Food Youth Network Milan and Food Policy office** in Milan for the “Spesa Sospesa” food delivery from the Milan Earth Market

What has changed thanks to the Earth Markets?

The pandemic has certainly brought to light and aggravated all the fragilities of the current food production and distribution system. This happened in particular during the initial phase, which caught everyone unprepared. Like all places where people gather, in March many markets were forced to close. Almost everywhere, the Earth Markets were either shut down or heavily limited. Many of them, however, managed to find a way to provide fresh food to their communities. Some markets changed how they operated, shifting to direct sales or working to support producers (with promotion, logistics or organization) as they switched to home deliveries. This helped ensure that producers still had a sales channel and that consumers could still access local, fresh, seasonal food.

After an initial phase of logistical and organizational challenges, various Earth Market coordinators reported that they had expanded their customer base and that many of the new consumers were more conscious of sustainability and health issues due to the pandemic.

Despite a difficult year, the Slow Food markets in Mexico, Colombia, Chile, Italy and many other countries managed to transform a period of global crisis into an opportunity to reassert the importance of defending agrobiodiversity and food sovereignty.



RESILIENCE FUND

The Covid-19 health crisis, which risked turning into a food crisis around the world, offered a chance to promote a radical change to socio-economic paradigms, starting from the most ethical local communities. During the quarantine period, they demonstrated great resilience, but they are also very fragile, and now risk collapse more than ever before.

Slow Food is working to create a fund to support these communities, which in Italy have been named *Comunità del cambiamento* ("Communities of Change"). Outside of Italy, a similar fund with the same aim called the Slow Food Resilience Fund has been launched and is being presented to international donors.



Objectives

- Contributing to maintaining biodiversity.
- Safeguarding and/or regenerating natural resources.
- Reducing the environmental impact of activities to a minimum and encouraging the development of a circular economy.
- Improving the management of animal welfare.
- Improving the wholesomeness and naturalness of foods.
- Improving working conditions and the well-being of workers.
- Ensuring the transmission of intergenerational knowledge and the transfer of knowledge between different social groups.
- Promoting creative solutions and technological innovations that can help sustainable, small-scale and local economies.
- Strengthening relationships and mutual understanding between those who produce food, those who process it, those who cook it, those who distribute it and those who buy it, promoting short distribution chains.
- Reinforcing local economies based on relationships and collaboration between different actors in the local area and creating employment.

In Italy, the first steps were the definition of guidelines for applications and the formation of an evaluation committee. A total of 30 applications were received, with the involvement of around 1,000 people; nine projects passed the first selection.

The following were identified for fundraising as part of the Slow Food Resilience Fund:

- 36 projects in Latin America
- 12 projects in Africa
- 10 projects in Europe

8 projects were selected, involving around 20,000 direct beneficiaries

An initial sponsor (FPT Industrial/CNH Industrial) was identified, who was interested in supporting the Community of Change formed by the NoE cooperative and Valdibella in Sicily, and one of the projects from the SF Resilience Fund, the Mediterranean Prud'homies Presidium in France.



Partnership

- **FPT Industrial/CNH Industrial** – funded two Communities of Change

University of Gastronomic Sciences – carried out the analysis commissioned by the Associazione Filiera Futura.

McKnight Foundation (USA) – donated \$15,000 to jointly identify three initiatives in areas of common interest in

East Africa (Kenya, Malawi and Uganda)

- **Table for Two (Japan)** – selected a project in Tanzania for a planned donation of €8,400, and 56 food gardens in Kenya, Tanzania, Rwanda, Malawi, Zambia and Uganda for a total of over €50,000; funding for these projects is planned for 2021
- **World Diabetes Foundation (Denmark)** – selected one project in South Africa and one in Ecuador, and asked Slow Food to expand them with interventions at a national level
- **Stiftung Drittes Millennium (Switzerland)** – requested the presentation of a proposal relating to support for fishing communities in the Democratic Republic of the Congo

Media and communication

Communication activities were started in the middle of June, with the publication of a section on the Slow Food Foundation for Biodiversity website.

Communication in the first months was both internal within the network, aimed at gathering nominations of projects and potential partners, and also external. In December, the first two funded projects were presented, both supported by FPT Industrial/CNH Industrial: Valdibella in Sicily and the Mediterranean Prud'homies Presidium in France.

The presentation of both projects was included in the Terra Madre calendar and videos were produced for each project, featuring interviews with some of their protagonists.

The nature of the project and the effort put in by the Slow Food and FPT Industrial press and public relations offices determined the resonance that Valdibella had in the Italian media. The project was mentioned in 86 articles, including in La Stampa, Repubblica, Il Manifesto, Giornale di Sicilia, Ansa, Famiglia Cristiana, Linkiesta, Efanews, Vita.it and Radio in Blu (which broadcast a long interview with the president of the Valdibella cooperative). Carlo Petrini also appeared on the TV program Geo to talk about the Communities of Change in July.

In regards to press attention outside of Italy, the most significant result was an article in the United States that focused on the Prud'homies and the Resilience Fund, and also mentioned the Valdibella Community of Change, entitled "Future Global Slow Food Model: Mediterranean Prud'homies."

Slow Food Italy's social media began talking about the values that would guide the Communities of Change with a Facebook Live event on April 30 as part of the Slow Food in Azione program, which was the most popular broadcast with Slow Food Italy's followers in 2020. The post with Carlo Petrini's words and a photo of herders walking with their animals was among the most successful in 2020.

What has changed (our impact in the real world)?

The project took its first steps in the latter part of 2020, and the first project was funded in December 2020, so it is impossible to measure its impact on the ground yet.

#slowfoodsolidarity

The Slow Food network around the world was activated during the emergency linked to Covid-19: support for producers, opportunities for consumers, solidarity campaigns. There have been many activities carried out, here are some of them. **In Honduras** Members of Slow Food Honduras Tegucigalpa Gastronomía collected donations to support local farmers (small-scale producers in the Tatumbla and Uyuca areas of the Francisco Morazán department) who no longer had access to the market due to Covid-19, buying their products and distributing them to those in need. **In Romania** Slow Food Cluj Transylvania collaborated with the Community Emergency Response Team to provide food to the elderly and those in need. Together with the University of Agronomic Sciences and Veterinary Medicine, members went door to door to distribute food produced on campus. Slow Food Turda organized a home delivery service for those in need across the region, supplying honey, wine, vegetable preserves, extra-virgin olive oil, cheese, bread and sweets. **In Brazil** A fundraising initiative was organized that made it possible to buy 1,450 kilos of agroecological products from the Slow Food network. These products were then distributed to families in the Costeira do Pirajubaé Marine Reserve (Resex Pirajubaé) and the Cozinha Mãe project run by the Chico Mendes Community in Florianópolis, in the state of Santa Catarina.



 Slow Food®



GARDENS IN AFRICA

Africa is an immense continent, with a great variety of peoples, cultures and languages and an extraordinary biodiversity. Extremely different environments, landscapes and climates have produced an invaluable heritage of natural resources, foods (fruits, grains, legumes, vegetables, livestock breeds) and ancient knowledge. It is a young continent, full of energy and creativity, but also fragile, with the impact of the climate crisis being felt more there than anywhere else in the world.



Objectives

- Creating good, clean and fair food gardens in African schools and communities.
- Raising awareness among the new generations about the importance of food biodiversity and access to healthy, fresh food.
- Training a network of leaders aware of the value of their land and their culture.

In 2020, the Slow Food network in Africa worked to consolidate the food gardens created in recent years. Training sessions were organized at a national and regional level.

All plans were greatly impacted by the outbreak of the Covid-19 pandemic. In almost all the countries where Slow Food works, schools and universities closed for long periods, limiting the activities possible in the field for months.

A pilot project of monitoring and evaluating impact was run from February 2020 to February 2021 in collaboration with the University of Turin, looking at 127 food gardens and involving around 21,500 participants.

In Egypt, the event "Celebrating the Women who Raise the Bigawi Chicken"(a Slow Food Presidium) was held in October.

In Malawi, Zambia, Uganda and Kenya, thanks to the contribution of Table for Two, four national meetings of the gardens network and three Terra Madre Days were held in February.

In Morocco, the collaboration with Terre & Humanisme, which led to the formation of the Slow Food Community for the spread of agroecology, progressed with the involvement of around 20 people for the same number of food gardens.

In Uganda, Democratic Republic of Congo, Kenya and Tanzania, the food gardens were the basis for the organization of "Slow Food Academies." These gatherings gave around 40 young people the chance to acquire skills to build the capacity of local communities to produce good, clean and fair food, implementing initiatives financed by the Agroecology Fund as part of the "Building Local Economies in East Africa Through Agroecology" project.

THE NUMBERS OF GARDENS IN AFRICA AT THE END OF 2020



3400

food gardens
active in 35



+113

new food gardens
in 11 countries



35

countries



80

training meetings in 11
countries, mobilizing
around 550 people



Media and communication

Thanks to the support of the local network, we followed the launch of five new food gardens in Malawi, funded by sponsor company Life. We talked about school gardens as an educational tool for a new generation of women and men who can contribute to changing the continent's destiny. In addition, our recounting of Africa went further: we covered the Slow Food Academy, an example of spreading knowledge and constructing local economies, which was explored in depth during an event in Uganda and Congo, and told the story of the Ogiek and the forest they are protecting. Slow Food also published an article by Edie Mukiibi, who wrote about the pandemic from an African point of view. African communities, issues and stories also had a strong impact on the Terra Madre Salone del Gusto program, featuring, for example, in one of the installments of the global relay dialog.

Slow Food Italy newsletter covered these issues and events, which reaches over 90,000 contacts every Tuesday, and further promoted them on Slow Food Italy's social media (Facebook and Instagram), contributing to boosting the performance of the tools. Beyond the Terra Madre videos, which received a considerable number of impressions and people reached, we also saw an average of 10,000 impressions on Facebook and over 400 likes on Instagram.

The international press office produced a press release on the Agroecology Academy created for Slow Food communities in East Africa and held in February 2020. The target was all the media in English- and French-speaking Africa and international media with an interest in Africa. The news was picked up by the FAO website, on Afrik21 in both English and French, by the Agence Ecofin, by the Central African information service Adiac, by AllAfrica, by WillAgri, by EconomieGabon and by others.

We collaborated with TV2000 on the transmission "Che cosa c'è di buono" on the channel InBlu2000: <https://www.radioinblu.it/2020/02/12/cosa-ce-di-buono-diecimila-orti-in-africa/>

In October our network in Burkina Faso collaborated with L'école comestible on a broadcast on Radio France Internationale featuring an interview with Jean Marie Koalga, International Councilor for West Africa.

What has changed thanks to the Gardens in Africa?

- A total of 81 new communities directly related to the gardens were born.
- Through the monitoring process implemented on a sample of 127 gardens, it was found that 90% of the total groups surveyed (thus approximately 115 groups out of 127) experienced an improvement in their families' ability to secure basic needs:
 - 41 groups reported increased economic capacity of their families;
 - 61 groups noted a saving of money within their households; and
 - 41 groups also spoke of investing the money in more food or school/home/ garden supplies;
 - 20 groups talked about improvements in food security.



Success stories

Pilot Project to Monitor and Evaluate the Gardens in Africa

The pilot monitoring and evaluation project was launched at the end of 2019 in order to carry out an analysis on a sample of 127 food gardens in nine African nations (Benin, Burkina Faso, Kenya, Malawi, DRC, Tanzania, Uganda and Zambia) and to evaluate their impact. The project made use of a new system for collecting data (with five forms) and the investigation was carried out with the assistance of local coordinators. The data collection covered a time period of one year (February 2020 to February 2021).

The project's objective was to observe the progress over 2020 of 131 agroecological food gardens, looking at three main indicators: 1) the ecological approach, 2) the increase in production and protection of local food species, and 3) the increase in their consumption within the communities. The secondary objective was the creation of a system of local leadership with greater efficiency and independence, with a particular focus on young people and women.

The questionnaires were distributed to local and national coordinators and the objectives of the monitoring were explained. A total of 127 questionnaires were gathered, and subsequently the data was analyzed and a final report drawn up to evaluate the progress of the project over the 12 months. The evaluation was based on 11 indicators.

A total of 21,710 people who were working regularly in the gardens were involved. Of these, 11,224 were women (young and old). Of the 127 gardens involved, 43 are in schools. Training sessions were organized:

- 20 in Malawi, attended by 2,300 people (producers and students)
- 1 in the DRC (Uvira Convivium), which was attended by 58 producers
- 1 in Uganda (Adjumani) which 26 coordinators participated

From the analysis of the data, a number of elements emerged that highlighted the impact of the Gar-



dens in Africa project;

- 984 products cultivated (108 different species) including 5 species from the Ark of Taste
- 113 gardens created in 2020
- 24 gardens with an all-woman managerial structure
- 31 gardens chaired by women
- 122 gardens that use agroecological measures to manage soil fertility
- 110 gardens that use an agroecological system to manage water
- 116 gardens that use agroecological techniques to manage erosion
- 105 gardens that use natural systems to protect against insects and plant disease
- Produce from all of the gardens is used for the subsistence of the growers, while 72 also produce a surplus to sell at local markets
- People involved in 10 community gardens have started gardens at their own homes
- In 72 out of the 84 community gardens (86%) the agroecological products are sold at the local markets
- The project has led to the establishment of 81 new Slow Food Communities
- 90% of the total have considerably improved their standard of living
- 53% have noticed an economic saving
- 17% have seen an improvement in food security

The monitoring work involved many partner associations in the field, including the Seed Savers Network in Kenya; Terres & Humanisme in Morocco; the Agroecology Fund in Uganda, Kenya, Tanzania and DRC.



SLOW FOOD TRAVEL

Slow Food Travel (SFT) was started to give local areas a chance to develop their potential as quality gastronomic destinations, following rigorous guidelines and the Slow Food philosophy, through the construction of alliances and experiences that make the most of the local gastronomic heritage.

Slow Food Travel gives travelers the chance to discover gastronomic heritage and unique biodiversity around the world and to have direct contact with the people who are preserving this heritage. It also gives them the opportunity to understand the great global challenges of the food system, and the global projects that Slow Food runs to try to offer a response to these challenges.



Objectives

- Bring new audiences closer to our communities, our themes and Slow Food projects.
- Encourage, through encounters with travelers, the ability of territories to recount and preserve their gastronomic traditions.
- Offer small-scale artisan producers a way to diversify their sources of income through tourism.
- Ensure that tourism has a multiplier effect on the quality agricultural and food production of a territory.

It is no exaggeration to say that 2020 was an *annus horribilis* for the tourism industry. Nonetheless there are currently five destinations active in addition to the already well-established Alpe Adria (Carinthia, Austria) and the Alto Tanaro valleys and Biella mountains (Piedmont, Italy).

In Azerbaijan, the task of mapping the actors involved and a preliminary market analysis for SFT in the Great Mountain Caucasus Region were concluded as part of the COVCHEG project, and training for the actors involved is currently in the process of being launched.

In Ecuador, Slow Food began working to launch an SFT destination in Nord Manabì, along with the NGO Fuegos (as part of a project funded by the Fondo Italo Ecuatoriano FIEDS).

In Palau, an archipelago of over 500 islands in Micronesia in the western Pacific, Slow Food has been participating as a consultant on a project run by the Palau tourism office together with Sustainable Travel International which aims to mitigate the carbon footprint of the tourism sector and to establish Palau as the world's first zero-emissions tourist destination.

In Switzerland, the country's first two SFT destinations were launched, both in the canton of Valais: Fully and Grand Entremont. In total 40 businesses (producers, restaurants, hotels, etc.) are now united together in the new destinations, which in August also hosted the National Congress of Slow Food Switzerland.



Partnership

- **Kaernten Tourism Region** in Austria
- **Valais Walis Promotion** in Switzerland
- **Azerbaijan Tourism Board**
- **Rete Ecomuseale Biellese** in Italy



Media and communication

The desire to travel inspired appreciation from many followers, as shown by the positive data for posts dedicated to the Swiss destinations.

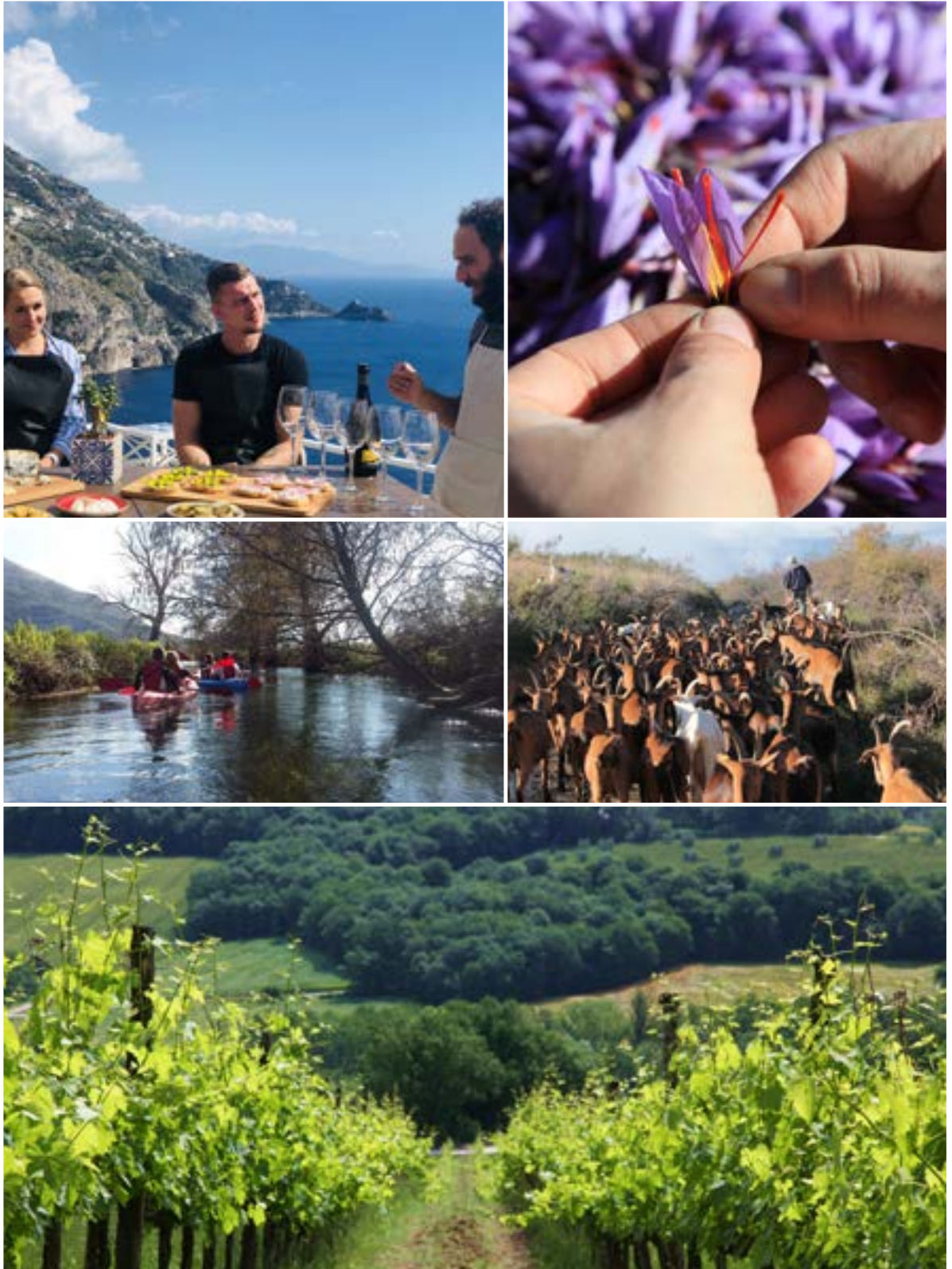
Slow Food Travel received 55 mentions in the Italian media, including in Bell'Europa, La Stampa, La Repubblica, Il Messaggero, Vanityfair.it, Traveller, Itinerari e Luoghi and I Meridiani.

At an international level, the results in terms of mentions in the news media were greatly dependent on the capacities of the local networks involved in the Slow Food Travel destinations to take action. Media attention was very high in Austria, with 25 mentions in the national media, including on ORF television, and also in Germany, including articles in the Süddeutsche Zeitung and Die Welt. The Swiss destinations also received a good level of press (e.g. Le Nouvelliste, HTR.ch). We have also seen many mentions of the concept of Slow Travel with reference to our philosophy, including in countries where specific projects are not yet fully active, such as the Philippines, the USA and the UK.



➤ What has changed thanks to Slow Food Travel?

Slow Food Travel is a complex project that needs time to produce tangible results in a local area. The results in Lesachtal, the first destination launched in Austria in 2018, have been very promising. In the spring/summer 2020 season, the businesses involved in the Slow Food Travel project saw an increase in numbers of 30% compared to the same period in the previous year.



Success stories

COVCHEG: Community-based Value Chain Enhancement in the Greater Caucasus Mountains Area

The EU-funded COVCHEG project was launched with the idea of adding value to a local and sustainable food industry, able to increase the income of small-scale family farmers, promote rural tourism as an additional income source and improve links between vital rural communities and resilient local food systems.

The local implementation of our projects (Ark of Taste, Presidia, Slow Food Travel) and participation in Terra Madre Salone del Gusto 2020 were two key elements in the project.

- Seven Azerbaijani cooks joined the Slow Food Co-oks' Alliance network.
- 47 traditional producers living in the project's five districts worked together to write production protocols and establish three Presidia.
- The national communication campaign for the Ark of Taste led to 54 nominations and 19 new products that were added to the online catalog.
- The strategic stakeholders at a national level were informed about the methodology and approach of Slow Food Travel, in view of the launch of the first SFT destination in Azerbaijan in 2021.
- Partnerships with public institutions and FAO representatives were strengthened, with extensive involvement of the stakeholders.

And here is what has changed in the Greater Caucasus Mountains area, thanks to the COVCHEG project:

- At least 20,000 Azerbaijani citizens have increased their awareness of Slow Food's values and models.
- Traditional producers and small-scale farmers have become aware of the unique environmental, cultural and economic value of their products and are more interested in continuing with their work with greater commitment.
- More cooks have a better understanding of the importance of agrobiodiversity and their role in its preservation, and are ready to be involved in Slow Food's activities.
- More consumers, including young people, know and better understand the multi-faceted value of agrobiodiversity to the local economy and gastro-



nomic and cultural traditions and are more conscious of the environmental consequences of food consumption.

- More public institutions are aware of the importance of Slow Food's values and the opportunities they offer for more sustainable economic development in Azerbaijan, as well as the importance of their role in promoting and replicating virtuous models.



SLOW MEAT

Meat consumption in the Western world is unsustainable, and over the last decades industrial animal farming has generated serious knock-on negative effects for the health of people and the planet. The livestock industry is responsible for 14.5% of all greenhouse gas emissions, and continues to grow rapidly.

Livestock farms are bigger than ever and completely detached from the land and agriculture: Animals are raised in stalls that often do not allow access to the outdoors and grazing; they are treated with hormones and preventative drugs and fed with unsustainably produced feed, then transported over long distances for slaughter.



Objectives

- To help consumers pay closer attention to the negative affects that their meat consumption has on the environment and their health, and to take steps to reduce it.
- To support farmers, particularly Presidium members, to improve their livestock-rearing practices.
- To support processors, particularly Presidium members, to improve their production techniques, for example avoiding the use of additives like nitrites and nitrates, and if they buy their meat, sourcing it from farms that respect animal welfare.
- To involve sustainable livestock farmers in an international network in order to promote them.
- To raise awareness about these issues among chefs, particularly members of the Slow Food Cooks' Alliance.
- To encourage political initiatives to obtain fairer regulations on animal rights and more transparent labelling systems.

With the help of Veterinari Senza Frontiere and other experts, the new guidelines for poultry were completed. They were translated into English and will soon be available in French and Spanish as well.

Research on meat substitutes was completed and translated into English, Spanish and French.

The Ark of Taste welcomed 25 animal breeds of food interest from 11 countries and Slow Food Presidia were established for two animal breeds in Italy.

Meatless Monday, an American movement for the reduction of meat consumption, supported and collaborated on the Meat the Change campaign, providing 26 weekly recipes based on legumes and lesser-known meats as well as shared materials on its communication channels.

In Italy

In 2020, Slow Food started the first activities with the Horizon-funded project PPILOW (Poultry and Pig Low-input and Organic production systems' Welfare) which involves universities, research institutes, farmers and NGOs in Italy, France, Romania,

Belgium, the Netherlands, Denmark and Finland. The project's aim is to develop innovative solutions for the improvement of animal welfare in open-air, organic, low-input pig and chicken farms.

The task of improving the production chain of Slow Food Presidium cured meats began, involving 34 Italian Presidia projects whose members do not currently include farmers, and where butchers source meat from conventional slaughterhouses.

Three narrative labels were produced for cured meat or animal breed Presidia, bearing detailed descriptions of the production chain.

The Meat the Change communication campaign drew to a close. Started in 2019 and funded by the Italian Ministry for the Environment, it aimed to raise awareness among the general public about the impact of intensive livestock farms on climate change and to encourage the adoption of more conscious meat-consumption habits.

In Mexico

In November, the Slow Meat project was launched in Mexico, alongside a collaboration with farmers and local organic producers who practice regenerative farming. Around 50 groups (Communities and Presidia) were involved.

Media and communication

During the Meat the Change campaign, 55 articles were published on Slow Food's Italian website. The articles proved of great interest to the public; the most-read piece was on veganism. On February 3, Jacopo Goracci, the coordinator of the Maremmana Cattle Presidium and a Slow Meat expert, presented the project on the television program Geo (Rai 3) together with Tiziana Tacchi, a Slow Food Cooks' Alliance chef.

At the international level, it was decided to postpone the launch of the Meat the Change campaign to January 2020. The campaign made use of the Turin-based communication agency Latte Creative, as well as support from some Italian and international associations: Slow Food USA, Slow Food Netherlands, Slow Food Turda (Romania), Slow Food Dolny Salk (Poland) and Meatless Monday (USA).





SLOW FISH

Fishing has been a strategic theme for Slow Food for many years. The model we want to promote is based on the involvement of all the local actors, promoting a closer link between land and sea and a harmonious and responsible use of all the materials available, particularly marine resources, through sustainable practices and traditional techniques that respect the equilibrium of the ecosystems.

The current pandemic situation has reinforced Slow Food's belief that it is necessary to rethink all of society in order to resolve the new challenges of our time. Change starts by bringing consumers closer to the origins of their food and constructing solid relationships. Despite Covid-19 restrictions, the Slow Fish network was very active in the discussion on how to improve the food system and specifically the management of resources linked to fishing.



Objectives

- Rediscover the value chain behind fish.
- Bring together a diverse community of fishers, scientists, cooks and organizations that show us how we can all play a role in creating a better future.
- Launch initiatives that promote the artisanal fishing practices and neglected fish species that the globalized market tends to disregard and even destroy; initiatives which aim to inspire reflection on the state of water resources and their management.
- Carry out consumer education, starting with the younger generation.

Slow Food's Resilience Fund (with support from FPT Industrial) financed the modernization of the Mediterranean Prud'homies Presidium fishing cooperative's facilities for processing and storing fish, supporting artisanal fishing and creating jobs.

New Slow Fish communities were created: Moeraki Area Local Food & Seafood Providers (New Zealand), Huîtres Nées en Mer de Bretagne et Charente (France), Ito-Omu Fishing and Women Farmer Island (Nigeria), Danna-kola Sustainable Fishing Katsina (Nigeria), Charfia et Méthodes de Pêche Traditionnelles des Îles Kerkennah (Tunisia), Slow Fish Miaoli (Taiwan) and Nkombwe Small Scale Artisanal Fishing (Uganda).

British Columbia, Canada, February 10-11. Slow Food participated in the Fisheries for Communities Gathering, a two-day workshop that united individuals, communities, organizations and governments whose means of subsistence, economies, access to food, culture and well-being are linked to local fishing. The federal government must decide whether and how to act based on the report published by the FOPO (House of Commons Standing Committee on Fisheries and Oceans) and the 20 recommendations on West Coast fishing license policy reform.

New Hampshire, USA, March-June 2020. The Slow Fish network had planned a meeting for March 2020, but due to the rising Covid-19 rates in the United States, the event evolved into three webinars entitled "Slow Fish Crew Together."

Rome, Italy, March 23-24 and May 18-19, Everything in Blue. Over the last ten years, various international organizations and national agencies have developed "blue economy" or "blue growth" programs focusing on renewable use of ocean resources. In this context, Slow Food brought its perspective to a series of webinars on small-scale fishing and everything "blue," aggregating alternative points of view and promoting a more inclusive, sustainable and fair use of our oceans and aquatic resources. The event was organized by FAO, the International Collective in Support of Fishworkers (ICSF) and SwedBio.

A Coruña, Spain, September 30-October 2, V International Meeting of Marine Litter: Beachcombers Around the World. Organized by the Mar de Fabula association, the RetoqueRetro association and the Centro de Extensión Universitaria e Divulgación Ambiental de Galicia (CEIDA), the meeting hosted international speakers including Slow Food representatives.

Sokolniki, Russia, Terra Madre Indigenous: Fish. A number of indigenous groups presented different kinds of fish, recipes, conservation techniques and cultural aspects, as well as organized lessons for adults and children on fish-skin crafts and interactive games.

New Zealand, Food Hui Festival. The forum "Slow Fish – Community access to our fish and artisan fishers" offered an opportunity to share the unique story of New Zealand's kaimoana ("food from the sea") and to launch the campaign "Eat New Zealand #KnowYourFisher" promoted by Slow Food Auckland.

In Taiwan, the newly founded Slow Food Community celebrated the first edition of the Slow Fish Miaoli festival with a series of educational activities on how to responsibly buy seafood and the cultural importance of artisanal fishing.

Democratic Republic of the Congo. Slow Food Tanganyika created a "peasant fishing academy," a space for exchange, learning and sharing among local fishers from Lake Tanganyika and their counterparts in the Great Lakes subregion.





Slow Food®

EDUCATE, INSPIRE AND MOBILIZE CITIZENS

The restrictions and measures taken to contain Covid-19 infections have greatly hindered the normal running of many educational projects based on in-person learning. From a methodological point of view, in fact, Slow Food prioritizes an experiential type of education, centered on practice, the use of the senses and learning by doing, in all cases, learning methods that demand physical presence.

With its education projects aimed at consumers and network activists, Slow Food wants to fight the loss of biodiversity and the gradual disappearance of artisanal businesses. By providing useful tools for making purchasing choices, Slow Food encourages more people to become conscious consumers and aid in biodiversity protection practices. This raises their awareness about their role as co-producers, teaching them how to recognize and choose seasonal and local foods, how to buy directly from producers and how to find food produced in a way that's good for the health of individuals and the environment.



Objectives

- Increasing people's capacity for sensory perception, so that they can use their senses to recognize good food.
- Developing people's critical capacity in regards to food habits and creating awareness about shopping choices.
- Disseminating knowledge about biodiversity.
- Proposing practical cooking experiences to reduce the consumption of processed food, minimize waste, teach people to cook with good, clean and fair products and recover conviviality.
- Raising awareness about Slow Food's local projects and activities, to strengthen communities and networks of co-producers.



Innovative online formats were tested as part of the Terra Madre Salone del Gusto 2020 program, with a series of educational webinars for the international network of Slow Food activists organized starting in December. These continued into the first months of 2021, until the conclusion of the event. They offered practical tools and concrete examples that could be used to strengthen the movement's planning, management and organizational capacity. The topics covered included measuring project impact, food business digitization and fundraising strategies.

A "Slow Food Education Manual" was produced in English, a guide that offers suggestions and indications for anyone running educational activities.

In Italy

In the early months of 2020, from January to February, and then again in September and October, 72 training activities for consumers were organized. Thanks to the support of the Consorzio del Parmigiano Reggiano DOP, whose producers have historically used only self-produced starter cultures to make their cheeses, Slow Food ran two online training sessions on natural cheeses, aimed at Presidium cheese producers and the whole network of Slow Food producers.

During the summer, a training experience for Slow Food activists called "Orto a portata di mano" (Food gardens on hand) was designed and created, taking advantage of digital tools such as distance learning, teaching videos and social tools.

What has changed as a result of education?

Through food education courses for consumers we have promoted changes in daily food choices and the development of skills necessary to become responsible consumers able to make choices that protect biodiversity by favoring short supply chains, seasonality and sustainable production.

The training courses aimed at the network have activated participation and motivation: knowing the projects, the campaigns, the vision of the movement but also being able to develop specific skills in terms of project management, event organization allow to strengthen the sense of belonging and awareness of their role as activators of the network.

The training interventions with companies and their staff have activated virtuous changes within the companies: the awareness of the importance of biodiversity and the knowledge of seasonal and local products promoted through the training of EcorNaturaSi's purchasing managers represent tools to start choices oriented to local productions.





ITALIAN SCHOOL FOOD GARDENS

Italy's long-standing Orto in Condotta gardens project now has 451 school food gardens in 163 Italian municipalities. The pandemic caused massive disruption to the school system, first with their closure and then with the reorganization of spaces and activities in order to comply with new Covid-19 safety measures. The plans for the year therefore had to be radically changed and the priority objective became keeping the Orto in Condotta network alive and providing support to teachers and coordinators so that they felt less alone during distance learning and the subsequent return to activities in the classroom and in the gardens.

Orto in Condotta 2020 national celebration Every year many of the Italian Slow Food school gardens join in with the project's national celebration, set for November 11. Each class gets a teaching kit and can participate in activities suggested by the head office. The 2020 celebration saw the participation of 472 classes. The decision to organize a live stream on November 11, on the Terra Madre Salone del Gusto platform, proved popular, and 110 classes took part.

The actions organized for the previous year's celebration, which focused on the link between food and the climate crisis, received a European Week for Waste Reduction (EWWR) Award in June 2020, a prize for the most important actions put into practice during the 2019 European Week for Waste Reduction.

In France On October 16, the "Le Goût du Monde" show on Radio France Internationale featured the French "L'école comestible" school gardens project and interviewed Jean Marie Koalga, the Slow Food International Councilor for French-speaking Africa, about the gardens in Burkina Faso. Camille Labro, a French journalist and the creator of the L'école comestible project, also talked about the Orti in Condotta in Italy, naming Slow Food a number of times.

In the Netherlands Slow Food collaborated on the Chill Food Italia research organized by Global Experts Foundation, which looked at the importance of gastronomic culture on children's food choices. The results were officially presented on September 24.

What has changed as a result of Orto in Condotta?

From the large number of classes participating in the national "Orto in Condotta" festival and from the numerous materials received that testify to the work done by the students, we can deduce that in 2020 many children from the "Orto in Condotta" have learned that our food choices have an impact on the balance of the planet. Through the in-depth teaching proposed, many teachers and pupils have learned and understood the concept of water footprint.

THE NUMBERS OF ACTIVE ORTO IN CONDOTTA



451

**gardens
actives**



1.353

teachers



33.825

school pupils



16.913

parents

THE ARK OF TASTE GOES TO SCHOOL



The purpose of this educational tool is to inspire students to be curious and discover their local area. It was developed to explain to schools the values and aims of the Ark of Taste project.

Objectives

- Develop sensory capacities and construct a sensory vocabulary so that a product can be described.
- Instill an understanding of what biodiversity is, how to recognize it and how to value it.
- Explain how to read and understand labels on everyday food products to find out where and by whom they were produced, etc.
- Teach an understanding and appreciation of crafts in the local area, in terms of added value.
- Gather nominations of products to be saved by boarding them on the Ark of Taste.
- Describe the Slow Food principles.

The 2019 educational kit "The Ark of Taste Goes to School" was designed and produced in Italian and English as part of the Creative Europe program. It was also translated into Serbian and Croatian for the project partner countries. In 2020, thanks to the contribution of the Operating Grant, it was also translated into French, German, Spanish and Portuguese. In January 2021, thanks to the COVCHEG project, the kit was translated into Russian and Azeri.

In September 2019, around 30 schools in Italy and ten schools in Serbia and Croatia were identified. After carrying out the proposed educational activities, in early 2020 these schools sent in recipes as well as their nominations of products to be saved. The pandemic then meant that activities in schools were suspended and the planned widespread diffusion of the activities was not possible.

The kit was made downloadable from the Terra Madre Salone del Gusto website and the education sections of slowfood.it and slowfood.com.

Thanks to the resources from the Creative Europe program, an animated video was produced with Housatonic, based on the story "There Are Heroes Among Us." The video was made in Italian and English.

What has changed as a result of Orto in Condotta?

By carrying out the activities proposed by the kit, the students of the schools involved have learned the importance of protecting biodiversity and have learned to know their own territory through local products and traditional recipes. They discovered the role of small-scale producers and traditional crafts, acquiring the ability to gather the right information about food. The students developed curiosity and a critical sense towards food and food production models. These actions triggered relationships in the area and suggested a new way of looking at their own territory and the products that express it.



Success stories

Slow Food Youth Network Academy

Slow Food's SFYN Academy unites young leaders with professionals from all kinds of backgrounds who want to see a fundamental shift towards a sustainable, fair and resilient food system. This is essential, particularly in these Covid-19 times, when the impact of the current system and the intertwining of the health of our planet and human life demands leadership and a strong network. The online global SFYN Academy focuses on the urgent theme of shifting away from the consumption of animal proteins towards plant-based sources.

For one year, an international team of six coordinators developed and organized the SFYN Academy: Gabriella Bonilha (Brazil), Elia Carceller (Germany), Paul Kleebinder (Germany), Andrea Bolognin (Italy), Arjanne Bode (Netherlands) and Marieke Creemers (Netherlands), mostly working on a volunteer basis. The SFYN Academy targets young people aged 18 to 32 who possess a strong desire to radically change the food system.

The 2020 program included open conferences and closed training courses. The conferences were accessible to the general public as part of the Terra Madre program, while the training courses were for a selected group of 25 young changemakers from 24 countries (France, Spain, Kazakhstan, Canada, India, Japan, Greece, Kenya, Mexico, New Zealand, the United States, Italy, Brazil, India, Kenya, Nepal, Scotland, the Philippines, Gambia, Indonesia, Ghana, Uganda, Oman and the Netherlands).

It is too soon to be able to evaluate the impact of the SFYN Academy, but it is hoped that it will reinvigorate the network and give a boost to potential SFYN members.



Success stories

Maitland Native Food Gardens, Australia

Slow Food Hunter Valley (Australia) encourages and promotes the development of food and community gardens.

It launched the Maitland Native Food Gardens project in 2020 to recreate an ecosystem that used to exist in the city center, before urban development destroyed it. The project also aims to protect and preserve for future generations the biodiversity of traditional indigenous food, the documentation of knowledge and the cultural significance of food plants.

In the past, the natural vegetation in Maitland would have been similar to a rainforest. The project was launched at the end of October 2020, and the first garden is now planted with around 25 species of edible plants native to the Hunter Valley region, like tamarind, native ginger and Tasmanian pepper, all catalogued in the Ark of Taste and at risk of extinction.

The first Native Food Garden has been created, planted, monitored, maintained and harvested by a team of 20 volunteers. The plants used to re-establish the native flora were obtained with the help of an expert in local varieties.

The formerly abandoned site has now become a focal point for the community. In a central location, locals can identify the plants, sample their fruits, share the seeds, propagate plants and hopefully re-vegetate other built-up areas.



Success stories

Snail Kids in Mureș, Romania

The Slow Food Targu Mureș Community in Romania was founded to address some very specific problems: the lack of education in schools on food, the impact our food choices have on the environment and the lack of teaching gardens within the curriculum.

The launch of the Planting for Pollinators campaign saw the creation of a new Slow Food teaching garden and the strengthening of the school gardens project. Planting for Pollinators included a call to action for nursery and primary schools to plant pollinator-friendly food gardens in Tofalău. The schools received a kit of ten varieties of organic seeds of pollinator-friendly flowers and a guide to creating and maintaining teaching gardens.

The activities were part of "Snail Kids in Mureș: Change starts with education," a project that organized prizes, visits and training courses facilitated by producers and local partners. The children and the schools received a Snail Kids in Mureș diploma after having successfully completed the whole program. Activities began in November 2020 and will continue until September 1, 2021.

The project involved 22 educators. The online campaign reached 2,145 people and the call to action for the pollinator-friendly gardens reached 1,865 people. An official partnership was created with the Peter Pan forest nursery in Tofalău, and new schools joined the educational food gardens project.



Success stories

Slow Mobil, Switzerland

Food education is often undervalued in Switzerland, and so the local Slow Food network decided to create a fun, educational tool for schools and nurseries, Slow Mobil.

This van with a trailer was converted into a mobile kitchen that travels the country to teach children about healthy, sustainable food in a fun, friendly way. It inspires children and their parents to think more about important issues like climate change, biodiversity loss and food waste. Lessons end in delicious dishes, ready for immediate sampling. Beyond its work with schools and extracurricular activities, the Slow Mobil can also be a venue for exchanging ideas through workshops and events on sustainable food.

Slow Mobil offers children the chance to discover the world of taste and flavors, teaching them, through practical examples, the difference between food made at home with local, seasonal food, and ready-made or fast food. It is also a space for active social learning: By participating in group activities they learn respect for others, empathy and appropriate communication.

The activities are based on very specific educational criteria, offering a teaching framework designed specially for children, and are conducted by trained guides. The materials and the guides are provided directly by Slow Food Switzerland, thanks to funding from donations and other contributions.

The Slow Mobil travelled to various locations in 2020. Though the pandemic prevented the organization of a number of events, it was still possible to reach several hundred children, particularly in the summer.





FOOD AND HEALTH

The global food production system is seriously damaging the health of both people and the planet. Scientists and the WHO have recognized biodiversity loss as one of the main causes behind the appearance and spread of diseases that can become epidemics.



Objectives

- Promoting a healthy and sustainable diet, which is good for human health and the health of the planet and is based on a wide variety of plant-based whole foods and minimally processed ingredients, locally cultivated using sustainable methods.
- Discouraging unhealthy lifestyles based on an excessive consumption of animal-origin foods; ultra-processed products high in calories, sugar, fat, salt and preservatives; and foods out of season shipped long distances from their place of origin.
- Promoting sustainable food production systems and disincentivizing systems that destroy biodiversity (intensive agriculture and monocultures based on a heavy use of pesticides and fertilizers).
- Promoting the protection of biodiversity in all its forms, from the invisible diversity of the microorganisms naturally found in foods to the variety of animal breeds and plant species.
- Recognizing the nutritional value of biodiversity and food produced in a good, clean and fair way, showing that food that is good for the environment is also good for us.
- Developing training and educational activities aimed at improving food production and spreading a greater understanding of the foods that we eat and their impact on our health and the equilibrium of the planet.

In 2020 we concentrated on the creation of an international group of experts (doctors, nutritionists, researchers, producers, educators and representatives from associations working on health and institutions like IFAD, FAO, etc.) who were invited to contribute to the drafting of a position paper on food and health and to events within the Terra Madre 2020 program (Food Talks and conferences). Work was also done on some chapters of the position paper on biodiversity, explaining the nutritional value of biodiversity, the connections between microorganisms in the soil and in the gut, the link between biodiversity loss and pandemics and the relationship between human and environmental health.

Nutritional analysis of Presidia

In collaboration with the Chemistry Lab of the Turin Chamber of Commerce, nutritional analyses were carried out with the aim of identifying nutritional differences between the Presidia and conventional, standardized products.

The following Presidium products were analyzed:

- Basque Grand Roux Corn (France)
- Bazna Pig (Romania)
- Bianca di Saluzzo Chicken - eggs (Italy)
- Gascony Chicken (France)
- Irish Smoked Wild Atlantic Salmon (Ireland)
- Lesachtal Bread (Austria)
- Manex Tête Noire Sheep - cheese (France)
- Smilyan Beans (Bulgaria)

What Should We Eat? Weigh Your Options! – The content and graphic design of this guide to consumption, in Italian and English, was updated and revised. The new edition also includes an example of a healthy and sustainable diet.

Sustainability shorts – Each short video clip debunks a food myth, providing useful information for making choices that are more conscious. In 2020, the videos about omega-3s in salmon and cholesterol in eggs were completed.

Because of its topical importance, Food and Health was one of the central themes of the Terra Madre program. Activities were concentrated mostly in the months of January and February 2021, but the definition of the content, the selection of speakers and the planning of individual events took place in 2020.



Collaborations and partnerships

Reale Mutua – With the Slow Life project, Reale Mutua has been supporting the Food and Health theme since 2019. Due to Covid-19 restrictions, it was unfortunately not possible to organize an in-person event to officially mark the collaboration between Slow Food and Reale Mutua, but work continued fruitfully with the production of the sustainability video clips and digital content (conferences and Food Talks) included within the Terra Madre 2020 program.

Alce Nero – support for the publication of two Food Talks (Julieta Monet and Renata Alleva).

Chemistry Lab of the Turin Chamber of Commerce – nutritional analysis of the Italian and international Presidia with the aim of drawing up a comparative study between these products and similar industrial products.

Instituto Brasileiro de Defesa do Consumidor (IDEC) – organization of Ana Paola Bortoletto's Food Talk.

Center for Food Policy, City University of London – represented by Rosalind Sharpe, who participated in the conference "The Health of the Planet and the People" and contributed to the drafting of the position paper.

IFAD – represented by Antonella Cordone (Environment, Climate, Gender, Youth, Nutrition and Social Inclusion Division) for the revision of the position paper.

ISDE Italia – Medici per l'Ambiente – contribution to the drafting of the position paper.

Associazione Italiana Gastroenterologi Ospedalieri (AIGO) – contribution to the drafting of the position paper.

Slow Medicine – for the drafting of the position paper.

FAO – participation of Slow Food as member of the International Steering Committee for the International Year for Fruit and Vegetables.



INFLUENCE POLICIES IN THE PUBLIC AND PRIVATE SECTORS

EUROPEAN POLICIES

Objectives

The objective has been to influence key policies to ensure a transition towards diversified agroecological food systems, encouraging equitable social relationships, supporting the adoption of more sustainable diets and consumption models and promoting coherence in food policies.

Slow Food's work, in collaboration with national coalitions (particularly in Germany, Italy and France), helps boost the significance of our actions. Slow Food Germany and Slow Food Italy carried out advocacy work with their national governments on the Common Agricultural Policy, as well as other critical issues like biodiversity and New Breeding Techniques. In addition, they worked on matters closely connected to the national context (for example, the restaurant industry during the pandemic).

WITHIN THIS EUROPEAN CONTEXT, THESE WERE THE POLICIES ON WHICH SLOW FOOD FOCUSED:

- COMMON FOOD POLICY (FOCUS ON THE FARM TO FORK STRATEGY AND THE EUROPEAN GREEN DEAL)
- COMMON AGRICULTURAL POLICY
- EU BIODIVERSITY STRATEGY
- CLIMATE CHANGE AND LIVESTOCK FARMING
- GMOs AND NEW BREEDING TECHNIQUES FOR PLANTS
- BEES AND OTHER POLLINATORS AND PESTICIDES
- CONSUMER INFORMATION ABOUT QUALITY

Slow Food is also one of the partners in the Food Trails Horizon project, which in 2020 passed the European Commission's review, with work to start in 2021. The aim is to develop, spread and replicate urban food policies in Europe for the next four years. The inclusion of Slow Food as a key partner in the project demonstrates the valuable experience that Slow Food's local groups around Europe have in shaping sustainable local food policies with a bottom-up, inclusive approach.

The following paragraphs describe the advocacy work on three of the priority policies: Green Deal, Old and new GMOs, Common Agricultural Policy.

Green Deal, Farm to Fork and a Common Food Policy

With the new Commission led by Ursula von der Leyen taking office, the Green Deal was placed at the center of the picture. The signals in regards to food sustainability were mostly positive, but some aspects were worrying, in particular the reference to New Breeding Techniques (NBT) as key to resolving the current challenges in food systems and the weak role of the Common Agricultural Policy.

As published in April 2020 by the European Commission, the Farm to Fork Strategy aims to reduce the use of pesticides by 50% and fertilizers by 20% by 2030 while also ensuring that 25% of agricultural land in the EU is farmed organically.

Over 30 organizations, including Slow Food, appealed to the president of the European Commission to put food policy in place for the EU. We made explicit our belief that in order to tackle the urgent and fundamental systemic crises that we face today, we can no longer think about policies in isolation. Instead, we must work together, across a spectrum of interests such as agriculture, fishing, the environment, health, consumers, development, social justice, climate and forests to provide the extensive coordination that is needed to meet these challenges.

With the Green Deal, there is no doubt that things have progressed in terms of language and main priorities compared to where we were five years ago. In the meantime, however, global emissions, habitat loss and the ecological impact on our planet has also increased, meaning that dealing with these problems is now more urgent than ever. The coming few years will represent a turning point for the European Union and its member states as they deal with the concerns of many citizens. It will be crucial for the EU to commit to protecting people and the planet.

Slow Food has contributed to organizing the work of the EU Food Policy Coalition, participating in the task force and sitting on its executive committee. The coordinated work has led to a series of strong calls about the European Farm to Fork Strategy, relating to a wide variety of aspects of the food system: animal welfare, the environment, farm



workers' rights, health, food waste and consumers. The work to promote the concept of a Common Food Policy has been a fundamental priority in Slow Food's work in 2020, and was concentrated on providing inputs for the planning of the FTF and Biodiversity strategies, which will work hand in hand. Together with participants in the EU Food Policy Coalition, five positions and joint recommendations were prepared and sent to the European Commission and six meetings were held with cabinet members from the Directorate-General for Health and Food Safety (DG SANTE), the Directorate-General for Agriculture and Rural Development (DG AGRI) and Vice President Frans Timmermans. Slow Food also took part in two online consultations on the Farm to Fork and Biodiversity strategies.

Slow Food also organized an online round table (closed to the public) entitled "How will the Biodiversity and Farm to Fork strategies drive the transition towards sustainable farming?" which brought together experts from the Commission, representatives from Parliament and farmers from the Slow Food network to discuss the key themes of the two strategies.

Following the publication of the F2F Strategy, Slow Food shifted its attention to the European Parliament and organized a dialog between the European Parliament's co-rapporteur, Herbert Dorfmann, and members of the EU Food Policy Coalition. We participated in a similar dialog with co-rapporteur Anja Hazekamp to highlight the strengths and weaknesses of the Farm to Fork Strategy and the project presented by COMAGRI and COMENVI (the parliamentary commissions on agriculture and the environment).

What has changed thanks to the work on Farm to Fork strategy?

EU Farm to Fork Strategy

Thanks in part to the awareness-raising and advocacy work carried out by Slow Food, the EU's Farm to Fork Strategy, presented to the European Commission in May 2021, took a holistic approach, proposing ambitious objectives for the environment and health. This reflects the joint work of civil-society organizations over the years, who have advocated for an integrated EU food policy that can transform our food system.

Though we are still far from a fully coherent food policy at this level, it is a success to see the Farm to Fork Strategy, the first attempt at a European-wide food policy.

The strategy proposes measures in a wide variety of sectors within the food system and sets ambitious objectives that could trigger a real transition towards sustainable food systems. The policy seems to reflect the recom-



mendations sent by the EU Food Policy Coalition for a Common Food Policy for Europe.

GMOs old and new

Controversial GMOs, both old and new, were at the top of the agenda for the EU in 2020, and this led Slow Food to carry out important work to communicate the risks of these technologies and the need to keep them regulated according to current EU regulations. Along with other civil-society organizations working on new GMOs, letters were sent to high-level officials in the Commission to warn against the risks of deregulation and to ask for a moratorium on gene drives in the EU.

Slow Food also participated in the questionnaire for stakeholders published by DG SANTE as part of the study on new genomic techniques, involving an agronomist from the Slow Food network. Regular updates on developments in the debate on GMOs were sent to Slow Food's internal team working on this issue, in order to facilitate a discussion on the best communication channels and arguments to use.

What has changed thanks to the work on old and new GMOs?

At the time of publication of this Report, the legislative process is still underway and the impact of our work cannot yet be assessed.

Common Agricultural Policy

In its current form, the Common Agriculture Policy (CAP) encourages intensive agricultural practices, fierce competition on international markets and corresponding expansion of farms. It fails to protect the environment and biodiversity, and goes against the objectives set in the EU's new flagship program, the Green Deal. In November, when the European Parliament and the Council's position on the CAP was better defined, Slow Food organized an event to start the discussion on drafting national strategic plans, looking in particular at potential connections and the inclusion of agroecology in Germany and Italy. The conference led to a strengthening of the dialog with the agriculture ministries in Italy and Germany and positioned Slow Food as one of the leading actors in the debate on the CAP, generating interest from major media outlets and confirming Slow Food as a key voice in the debate.

The work on the Common Agricultural Policy in 2020 concentrated on three main elements: the mobilization of civil society towards the Good Food Good Farming campaign, work to include social conditionality in the CAP reform dossier and the organization of an event to open the discussion on the national strategic plans and outline the link with agroecology.

Good Food Good Farming developed in two phases: In May, a five-week online campaign demanded a greener CAP, with video material and specific requests relating to biodiversity, animal welfare and human health, resilient food systems and agroecology, climate and environment, small-scale agriculture and new operators. During this initial phase, at least 92 organizations and groups at a European level from 16 EU member states (Austria, Belgium, Czechia, Germany, Denmark, Greece, Spain, France, Croatia, Hungary, Italy, Luxembourg, Malta, Netherlands, Poland and Slovakia) participated. The videos that Slow Food Europe and the local groups shared were viewed a total of 15,000 times and received 1,500 interactions.

The second phase of the campaign was linked to the European Days of Action with over 80 events and protests in 16 European countries to support the transition towards sustainable agricultural practices and to send a clear message to decision-makers ahead of the vote on the CAP. Slow Food networks organized over 15 events.



Social conditionality: This was the second element on which the work on the CAP was concentrated. The pandemic made evident how agricultural workers are on one hand considered essential, but on the other, lack basic rights and remain unprotected. The proposal from Slow Food and other subjects like the Open Society European Policy Institute (OSEPI) and the European Federation of Food, Agriculture, and Tourism Trade Unions (EFFAT), is that CAP payments are linked to respect these rights. A declaration was written to urgently tackle the situation of food and agriculture workers during the Covid-19 pandemic, asking for a transformation of the CAP reform to make it sustainable from a social as well as environmental perspective, and a focus on workers in the Farm to Fork Strategy. We believe that both initiatives played a role in the CAP plenary in October, when the European Parliament voted to include social conditionality in the dossier.

National strategic plans: In November, when the positions of the European Parliament and the Council on the CAP were defined, Slow Food organized an event to discuss the drafting of national strategic plans, looking in particular at the inclusion of agroecology in Germany and Italy. This led to the strengthening of the dialog with the agriculture ministries in Italy and Germany, positioning Slow Food as one of the key actors in the debate on the Common Agricultural Policy.

The main result of the activities linked to the CAP was the increased and large-scale mobilization of citizens during the European Days of Good Food Good Farming, which peaked during the plenary vote at the European Parliament, and with a trending hashtag of #VoteThisCAPDown. This result showed how successful it can be to unite the causes of food, agriculture and climate change, with the involvement of one of the greatest ambassadors for the climate movement, Swedish activist, Greta Thunberg. The inclusion of social conditionality in the CAP in the European Parliament's position was also a historic result.

What has changed thanks to the work on Common Food Policy?

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Media and communication

Slow Food was mentioned in 59 press articles on the CAP reform, the majority in France but some also appearing in Belgium, Germany, Latvia, Luxembourg, the Netherlands, Spain and the United Kingdom. Some media mentions were also made in the United States and Russia. In addition, the Farm to Fork Strategy was covered in relation to Slow Food in 33 articles, mostly in Germany and Belgium (particularly Agrafacts and Euractiv, which specialize in EU policies) but also in Spain and even South Africa and the United States.



Slow Food is convinced that food policies can be registered at all levels, including the urban one. therefore in 2020 Food Trails was launched

Food Trails

In 2020, the Food Trails project, led by the City of Milan, became part of Horizon 2020. Slow Food is one of the project partners (19 in total, of which 11 are European cities). The project will last four years (October 2020-October 2024) and has the objective of developing urban food policies through the creation of pilot projects in the partner cities and the development of good practices that can be replicated elsewhere.

The Food Trails project partners include cities, organizations, universities and research centers: City of Milan (project leader), Polimi (Milan), Eurocities (Belgium), Slow Food Italy (Italy), EAT Foundation (Norway), Cardiff University (UK), Stichting Wageningen Research (Netherlands), Roskilde Universitet (Denmark), Cariplo Factory Srl (Italy), Birmingham City Council (UK), Bordeaux Metropole (France), City of Copenhagen (Denmark), Camara Municipal Do Funchal (Portugal), Grenoble Alpes Metropole Metro (France), Groningen (Netherlands), Bergamo (Italy), Thessaloniki (Greece), Tirana (Albania) and Warsaw (Poland).

The project funders are Fondazione Cariplo, Fondazione Agropolis and Fondazione Carasso. Other city networks and organizations are also participating: MUFPP, Eurocities, C40, Ellen MacArthur Foundation and UN Food and Agriculture Organization.





SLOW BEES AND OTHER POLLINATING INSECTS

The state of health of pollinating insects and the threats to their survival offer a useful tool for understanding the problems of various food production chains. Specifically, the excessive and uncontrolled use of pesticides in agriculture is putting the survival of animal and plant biodiversity at risk. Insects are an indicator of the health of the environment and the quality of the soil, air and water.



Objectives

- Inspiring interest in the importance of protecting pollinators within the wider context, broadening the scope from apiculture alone to take in all their complex interactions with the agriculture and livestock industry.
- Communicating to members and the general public the threats that pollinators face, encouraging reflection on the causes and connections that they generate and inviting people to support international campaigns (Save Bees and Farmers) and ethical individual actions.
- Promoting reflection among beekeepers in the network on hive management practices coherent with the movement's philosophy.
- Reinforcing and expanding the Slow Bees network, made up of Presidium beekeepers, technicians and experts.
- Promoting a reflection on hive management practices coherent with the movement's philosophy with various subjects.
- Creating new Presidia and reviewing existing production protocols and updating them according to the guidelines.

The section on pollinators for the biodiversity position paper was written in 2020 in collaboration with Dave Goulson, professor of biology (evolution, behavior and environment) at the University of Sussex.

Slow Food's advocacy work on pesticide regulation was primarily centered on involvement in the European Citizens' Initiative (ECI) "Save Bees and Farmers" which is asking for an 80% reduction in pesticide use by 2030, as well as measures to protect and restore biodiversity and help farmers to shift to agroecology. The deadline of the ECI was extended to September 2021 due to the Covid-19 pandemic, allowing greater opportunities to support significant reduction objectives.

In one year, Slow Food collected over 10,000 signatures for the ECI. The online campaign was very successful, with 16,000 mentions and 3,000 involvements on social media.

The alliance of civil-society organizations supporting the ECI grew to over 200, with Slow Food as one of the organizers coordinating the work. This involved the drafting and sending of a joint letter to the Vice President of the European Commission, Frans Timmermans, and to commissioners Virginijus Sinkevičius, Stanisław Wojciechowski and Stella Kyriakides, asking for strong measures in the Farm to Fork and Biodiversity strategies. The objectives included in these strategies, though lower than our requests, reflect the mobilization of the citizens and civil society asking for bee-friendly agriculture. Relationships established with other NGOs contributed to a strong alliance, which will be mobilized in 2021 for the reform of the directive on the sustainable use of pesticides.

More joint work was carried out on the issue of pesticide residues and the export of pesticides banned in the EU. Thanks to a request made by 70 organizations, including Slow Food Europe, the European Commission promised to end the export of pesticides banned in the EU.

Posts and articles were published weekly on social media to increase awareness about the risks of pesticides and their impact on bees and other pollinators, and to collect signatures.



Success stories

Campaign Against Land Grabbing, Uganda

This campaign ran through local media, including radio talk shows in various local languages, in the main hotspots for land grabbing in the country. The principal objective was to empower rural communities to be able to denounce and resist land grabbing, amplifying their voices to ensure their right to land was respected.

The campaign organized participation in radio shows, events and national and local demonstrations, and gathered collective testimonies from affected communities to inform the politicians and government institutions responsible for managing the land.

The campaign strengthened the capacity of communities to identify and oppose both potential and current land-grabbing initiatives that threaten their right to freely practice agroecological principles and practices. It boosted their capacity to understand laws and policies on land and to engage effectively and productively in debates and discussions. The rights of communities are now respected by authorities, reducing the threats from speculation.



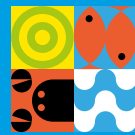
Fighting for a GMO-Free Peru

Slow Food united with more than 30 other organizations across Peru for the campaign "Biodiversity Is Our Identity," with the objective of informing Peruvians about the negative impact of GMOs on native biodiversity and the gastronomy and culture that shape the national identity.

With the slogan "United for a Peru without transgenics," over 20,000 signatures were collected from citizens through the Change.org platform to support the demand to extend the moratorium on the entry of transgenic crops in Peru (Law no. 29811), valid until 2021. The ultimate objective is a total ban on their entry into the country. The Covid-19 pandemic brought to the fore the Peruvian people's concern for protecting their health through the consumption of natural products and healthy foods that reduce the risk of contracting disease and also support the local economy.



During the campaign, the voices of farmers, indigenous people and the guardians of agrobiodiversity were amplified and shared, along with those of leading figures in traditional Peruvian cuisine, the academic world, science and politics. Peruvian chefs joined the battle against transgenics, inviting citi-



Success stories

Slow Fish Caribe Develops Recommendations for Colombian Legislators

Slow Food participated in the training course, "Competencies for decision-making: sustainable development goals" organized by ICCF Group, the CAEL center for advanced legislative studies and the Global Compact Network Colombia, with support from the European Union. It was aimed at advisors and legislators in the Congress of Colombia, including senators and representatives, as well as members of constitutional committees on sustainable development and environmental conservation in Colombia. The course provided parliamentarians with the tools and the theoretical and contextual framework to obtain a multisectoral understanding for the construction of initiatives and legislative proposals on issues related to sustainable development and conservation.

Initiatives and projects that Slow Food developed in Colombia were presented, including Slow Fish Caribe, funded by the EU, the "Empowering Indigenous Youth" project and IFAD. The implemented strategies were illustrated, from saving and promoting identity-forming products with the Ark of Taste, strengthening the production capacity of Presidium communities, promoting local markets like the Earth Markets, creating short distribution chains and boosting the economic activity of small-scale producers through the Slow Food Cooks' Alliance.

The EU-funded project "Slow Fish Caribe: strengthening models of conservation and sustainable use in protected areas in the Caribbean linked to Slow Food" is part of the EU Biodiversity for Life initiative. It is run by Slow Food, in collaboration with the Fundación Activos Culturales Afro (ACUA) and the Corporación para el Desarrollo Sostenible del Archipiélago de San Andrés, Providencia y Santa Catalina (CORALINA) in Colombia and the Colectividad Razo-natura A.C. and the Amigos de Sian Ka'an organization in Mexico.

Slow Food Korea in defense of farmers and fishermen

Many food producers and farmers struggle due to public wholesale market prices. To reform this sector, Slow Food South Korea sent its members a subscription link via email and text message, asking for the revision of the law on the distribution and



stabilization of prices of agricultural and fishery products (Agricultural Security Act). Thanks to the active participation of Slow Food's members, there were 1,490 votes (76%) in favor of the amendment of the law.

TERRA MADRE

SALONE DEL GUSTO

#TerraMadre #SlowFoodforChange
OUR FOOD PLANET FUTURE
 OCT2020-APR2021
 TORINO-PIEMONTE
 e in tutto il mondo!



TERRA MADRE SALONE DEL GUSTO 2020 October 8, 2020 to April 30, 2021

Terra Madre launched in 2004 as a global gathering of people from all over the world and soon transformed into a laboratory for testing out the Slow Food philosophy. Its name was chosen in honor of Pachamama, as the indigenous people of South America call Mother Earth, celebrated by millions of farmers around the world. Terra Madre has developed the most innovative part of Slow Food's philosophy, being close to the earth and the foundations of food production. Since its beginnings, Terra Madre has been the beating heart of Slow Food, and it is thanks to Terra Madre that Slow Food has been able to spread to over 160 countries around the world.

Terra Madre Salone del Gusto is the largest international event dedicated to good, clean and fair food. Held in Turin, Italy by Slow Food, in collaboration with the Region of Piedmont and the City of Turin, Terra Madre Salone del Gusto occurs every two years.

"Food for Change" was the theme of the last edition to be held in person, which took place from September 20 to 24, 2018 in the Lingotto exhibition center. That theme was the guiding thread running through the conferences, Taste Workshops, the immense Market and the Terra Madre Forums, where 7,000 Slow Food delegates from around the world came together.

Slow Food's organizational machine was gearing up for the 2020 edition when the Covid-19 pandemic forced a lockdown in Italy in March, swiftly followed by restrictions across the globe. Terra Madre Salone del Gusto is not a typical fair that can be postponed from one year to the next; it is an opportunity for training, debate and sharing; a chance for the network of farmers, fishers, food artisans, cooks, youth, indigenous people and migrants to come together to draw confidence and courage and find ideas and solutions to common problems. In agreement with the Region of Piedmont and the City of Turin, Slow Food decided that if the delegates could not come to Terra Madre, then Terra Madre—and Turin and Piedmont—would be taken to every corner of the world in a Covid-safe way thanks to digital technology.

The 13th Terra Madre Salone del Gusto was therefore held primarily online. It offered 205 days of events, organized by the Slow Food network and its partners in 75 countries around the world. Over 10 million digital profiles were reached in 202 countries. According to an initial estimate, the 1,160 events organized in 75 countries—from Azerbaijan to Brazil, from the Philippines to the island of Antigua—hosted and promoted on the www.terramadresalonedelgusto.com platform, with an average of six a day, reached over 10 million digital profiles around the world. In particular, the events broadcast on the Terra Madre Salone del Gusto platform and



social media received over 1,300,000 views from an audience distributed across 202 countries, while the events organized directly by the Slow Food network around the world involved 250,000 participants.

The figures relating to training activities and meetings which required registration were particularly significant: A total of 97 events received a total of 10,300 registrations, while over 1 million users followed these events through social media. Additionally, 3,300 young people from around the world took part in the month-long challenge organized on Instagram in collaboration with Slow Food Youth Network activists to promote good, clean and fair food.

Another important figure emerged from an initial statistical survey carried out shortly after the conclusion of Terra Madre Salone del Gusto: 45% of the subjects who participated actively in the events had not previously been involved in Slow Food activities. They represent a solid base from which to launch ourselves towards the next challenges we face, and a rich group of people whom we hope to meet for the first time in person at Terra Madre 2022.

Conferences, training and forums, as well as the innovative and successful Food Talks and How It's Made, represent an invaluable treasure trove of unique knowledge, a kind of good, clean and fair library that will remain available to anyone who wants to learn more and understand in what direction we need to be heading with our actions.

This extraordinary online archive, is freely accessible to all. It features Franco Farinelli, Virginie Raison and Paul Collier, with whom we opened on October 8 discussing new geographies for reading the world; Jonathan Franzen, who says that the battle to save biodiversity, unlike the battle against the climate crisis, can still be fought by everyone; Heribert Hirt and David Quammen talking about the relationships between food and health and between biodiversity loss and zoonoses; Elena Granata presenting a model for the city of the future, based on resilience rather than a production monoculture--Granata was echoed by Carolyn Steel, who believes it is imperative to reconnect cities with their surrounding countryside; Sunita Narain, reported on the tragedy of social injustices caused by the climate crisis; Célia Xakriabá, brought her perspective as a young indigenous woman to the role of food, the biodiversity of knowledge and cultures and the right to land; Paul Ariès and Eric Schlosser conversed on the food of the future and the (non)solutions proposed by technology; and Alice Waters spoke passionately on the importance of providing taste education to young children and in schools in order to change the food system.

Alongside crucial topical issues, Terra Madre 2020 also highlighted the stories of the 630 exhibitors for whom promotion in the marketplace and on the e-commerce site was of great importance given the challenges they are currently facing. It also turned the spotlight on the many cooks and food producers who were featured in the "How It's Made" segments from around the world.



A survey carried out during the event showed that:

Participants came from a much larger number of countries compared to those surveyed during Terra Madre 2018, a strong indication that the online Terra Madre had more success in involving a global public.

70% of the survey respondents were professionally involved in the food sector and 30% were only consumers. Among food-sector professionals, 10% were producers, 8% were politicians and the largest group 52% were cooks, journalists or experts. This was an important result, because a similar question in 2018 showed that the majority of participants were consumers. The TM online audience was therefore more likely to be active in the food sector and thus able to have greater influence.

Over 30% of those surveyed had never participated in a Slow Food event before, and over 45% had not been involved in Slow Food. Given that 88% stated that they would like to be more actively involved in Slow Food, a percentage that includes both those who are currently involved and those who aren't, the online edition of Terra Madre clearly managed to inspire an audience both new and well-established.

Terra Madre Salone del Gusto Numbers for 2020

TASTE WORKSHOPS 39

HOW IT'S MADE 32

FOOD TALKS 22

RELAY AROUND THE WORLD 1 IN 5 INSTALLMENTS

CONFERENCES 18

TRAINING SESSIONS 58 (for example, training on natural cheeses, specific training targeted at the indigenous network, specific training on capacity building, training offered by our network or by partners like the Turin Chamber of Commerce)

FORUMS 39. events on 32 themes. Some events were held in double sessions (in the morning and the afternoon) to allow a greater participation from the international public.

THE THINGS WE HAVE IN COMMON 2. A new format designed to involve influential personalities from the world of sport and entertainment.

Naturally, the in-person events suffered the most from the on-going uncertainty. Apart from the Taste Workshops, Dinner Dates, a few other dinners and some film screenings that took place before the lockdowns in the fall, particularly worthy of note was the Open Presidia day, with 121 activities around Italy taking place mostly on October 18. Many network activities were designed for families and schools. We produced the Ark of Taste Goes to School kit, and converted our traditional school gardens celebration on November 11 into an online event.

INTERNATIONAL HIGHLIGHTS

Despite the difficult situation, some major events from the Slow Food network around the world were able to be included in the 2020 program, taking advantage of the digital formula and the extended six months of the event.



NETWORK EVENTS



699
EVENTS



454
ONLINE
EVENTS



245
IN-PERSON
EVENTS



70
COUNTRIES

344 INTERNATIONAL EVENTS

272 are physical events and 83 are digital



355 ITALIAN EVENTS

272 are physical events
and 83 digital

Terra Madre Brazil had a program of over 50 online activities, which ran from November 17 to 22 and attracted 120,000 participants.

Terra Madre Philippines planned 30 activities between October and the end of 2020.

Slow Rice was held on November 28 in Wenzhou, China, with a day of in-person events (tastings, market, exhibitions, children's activities) and a digital forum hosted on our platform.

In the **UK**, the Fringe Festival featured a program of around 30 events, of which ten were included in the Terra Madre program.

IL MARKETPLACE

515 businesses present including 19 partners

21 institutions

216 Slow Food Presidia

259 commercial exhibitors

L'E-COMMERCE

81 businesses including 36 Slow Food Presidia



FOOD AND THE CITY

By 2050, the number of megacities, those with a population of more than 10 million, will have increased considerably, especially in Africa and Asia. Even though these megacities occupy a tiny percentage of the land above sea level—just 3%—they are home to half the global population.

Cities are the major contributor to the climate crisis, producing 70% of CO₂ emissions and consuming 60% of the resources produced globally, including food. At the same time, they concentrate 60% of the world's wealth and are often associated with an unequal distribution of resources and huge social gaps.

But with a change of perspective, cities can also be the main actors of change, putting food at the center of their agenda. The exchange of knowledge and good practices, often from the bottom up, is one of the most effective tools for generating this change.

The idea had been to create a pavilion at Terra Madre that represented the city as a container for the most interesting gastronomic practices, expressions of a heritage that can regenerate the identity of communities, including through exchange with other cultures.

In the new online version of Terra Madre Salone del Gusto, the pavilion was replaced by a thematic thread that ran through various digital activities (conferences, forums, Food Talks), making it possible to explore many of the themes mentioned above. "Urban lands" became an important part of the new Terra Madre program, which included forums, webinars, conferences, training sessions and Food Talks on all the ecosystems.

The WET Market revolution

"Wet market" is a term used for markets selling fresh food, particularly in some Asian countries. After the outbreak of Covid-19, they were singled out as possible hotbeds for the virus and their future was called into question due to the potential risks linked to zoonotic diseases. These markets, however, are the main source of healthy, fresh food for many people. They connect communities and provide a living for small-scale farmers. The Good Food Fund and Slow Food Great China launched the WET Market program to reform food markets and improve the urban food environment. WET was given a new definition—Wellbeing, Ecology and Transformation—and the markets were re-envisioned as Good Food Hubs, able to catalyze healthy, fair, sustainable and resilient urban food systems.

On November 3, the WET Market Revolution manual was presented during a pop-up event at Shuangta Market, as part of Suzhou Design Week. The manual, written in Mandarin, presents the project's vision, planning guidelines and examples of good practices for overhauling wet markets.

The manual's co-authors were Slow Food, Rockefeller Foundation, Johns Hopkins Center for a Livable Future, OPEN Architecture, SDG2 Advocacy Hub, Meatless Monday and Grassroots Initiatives.



HIGHLANDS

In the last 30 years, the agricultural population of the Alps has been reduced by 40% and half of the farms active at the start of the 1980s have shut down. In the French Alps, 75% of crops have been lost over the last century and a half. As many as two-thirds of Alpine farm owners are over 50 years old, and it is only in Bavaria that there are more young people. Without a change in direction, within 20 years two-thirds of the farms in the European Alps will have to stop operating—and already today agriculture is almost always an accessory, or secondary activity. The situation is similar in other European mountain chains.

The abandonment of the mountains has serious environmental, social and economic consequences. Mountain pastures are by no means wild lands, able to self-regulate: Alpine meadows require constant, careful management. Without herders and cheesemakers, the pastures would grow wild and disappear. Further down in the villages, for the few residents who remain, depopulation means an increasingly difficult and impoverished everyday life. Schools, post offices, hotels, bars, restaurants, hospitals and shops all close. Cities are meanwhile growing increasingly unlivable, with rising temperatures occurring during the hotter months and concerns about the effects on crowding on the spread of new pathologies. This, plus opportunities for remote working, means some people are choosing to move back to the mountains, but this opportunity risks creating further problems.

The return to the mountains must not mean urbanization, speculation and pollution, but rather care for the environment, the valuing of biodiversity, management of pastures, the rebirth of mountain villages and technological innovation being used to enhance the quality of life of those who choose to live and work in the mountains. The highlands have a central role to play in imagining a different economic, social and cultural model, based on a responsible self-government of the land.



Objectives

- Promoting and increasing knowledge about mountain biodiversity and linked crafts.
- Supporting forms of collaboration and co-management of mountain areas, including through the creation of Slow Food Communities, and particularly Presidia and Communities of Change.
- Supporting and promoting those people who have decided to remain in or return to the mountains and whose approach is based on care and respect for the land (young farmers, cheesemakers, cooks, etc.).
- Promoting and increasing knowledge about mountain foods and other products, like timber.
- Creating alliances with other groups working to support the rebirth of the mountains.

In 2020, awareness-raising activities around this theme were part of the Terra Madre 2020 program, which focused heavily on the "Highlands" ecosystems.



TERRA MADRE BRASIL

This event was initially supposed to be held in Salvador de Bahia. Due to Covid-19, Slow Food Brazil and the key partners decided first to postpone the event and then to change its format.

Terra Madre Brasil 2020 was ultimately held as an online event with 50 activities over six days. The online program was held across two channels simultaneously, one dedicated to workshops and conferences, and the other to Taste Workshops. Each evening, artistic and cultural activities were organized, like performances, mini-documentaries and conversations with writers and influencers.

Terra Madre Brasil actively involved 150 participants, including family farmers, cooks, baristas, researchers, communicators and governmental and international organizations. An audience of 200,000 people followed the event online, principally from Brazil, but with some participation from nine other countries.

The Presidia and the Slow Food Communities had the chance to meet again and to exchange experiences after a long time apart. The public was able to get an overview of the initiatives that promote good, clean and fair foods, as well as accessing the catalog and map of the Slow Food Communities, family farmers and appellations, and make contact with food producers from across Brazil. The event's key partners were able to better understand Slow Food Brazil's mission and to renew their support for its activities. Terra Madre Brasil was jointly organized by Slow Food Brazil, together with the Bahia State Government – Secretaria do Desenvolvimento Rural/Companhia de Ação e Desenvolvimento Regional (SDR/CAR), and drew on support from a wide network of partners, firstly Instituto Ibirapitanga, World Bank and IFAD. In addition, Sta Julieta Bio, Aliança pela Alimentação Adequada e Saudável/Instituto de Defesa do Consumidor, Instituto Sociedade População e Natureza and IICA/Semear Internacional also provided support. The production was organized by Slow Food Brasil and Pau Viola Cultura e Entretenimento.

TERRA MADRE PHILIPPINES

Over the years, the Slow Food network in the Philippines has become an important cultural and gastronomic point of reference, attracting great interest among Terra Madre Salone del Gusto visitors at past editions in Turin. Sadly, this year Covid-19 meant that the Terra Madre Philippines event had to be held online.

To involve as many Slow Food Communities and Convivia as possible as well as the SFYN in this new format, it was important to communicate the changes, including the introduction of guidelines for the event and the need to measure its impact and then discuss how the network wanted to be involved. Support was sought from WOFEX University, which had the technical capacity to facilitate the national events, and from Slow Food Manila. Funding was requested from the national and regional tourism departments by some of the Slow Food networks, making it possible to organize the national launch of Terra Madre Salone del Gusto Philippines, the Slow Food Summit in the Philippines, the launch of the local SF Communities, webinars and videos. The Slow Food Youth Network Philippines (SFYN PH) organized a two-day webinar, "We Feed the Planet Philippines."

The resulting event featured 49 activities, of which 40 were registered on the Terra Madre Salone del Gusto website during the last three months of 2020. The Alaya Malls Department of Tourism, in collaboration with Slow Food Manila, organized a four-day event for the launch of "Slow Food, Slow Travel." The Slow Food Negros Island Community organized 17 activities in 2020, including conferences on food, cooking demos with local ingredients, a series of films on the Ark of Taste and the publication of a cookbook, in collaboration with the Region 6 Department of Tourism and the Province of Negros Occidental. Slow Food Sugbo also produced a series of six demo videos with chefs highlighting products from the Ark of Taste from the island of Cebu.





4

RESOURCES

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SLOW FOOD FOUNDATION FOR BIODIVERSITY FINANCIAL STATEMENTS TO DECEMBER 31, 2020

BALANCE SHEET

<i>Assets – Balance Sheet as per Art. 2424</i>	2020	2019
A) SUBSCRIBED CAPITAL, UNPAID	0	0
B) FIXED ASSETS	1,913	3,678
<i>I - Intangible fixed assets</i>	<i>1,655</i>	<i>3,170</i>
1) Start-up and expansion costs	0	0
2) Research, development and advertising costs	0	0
3) Industrial patent and intellectual property rights	0	0
4) Concessions, licenses, trademarks and similar rights	1,655	2,116
5) Start-up	0	0
6) Assets under construction and payments on account	0	0
7) Other fixed assets	0	1,054
<i>II - Tangible fixed assets</i>	<i>0</i>	<i>250</i>
1) Land and buildings	0	0
2) Plants and machinery	0	0
3) Industrial and commercial equipment	0	0
4) Other assets	0	250
5) Assets under construction and payments on account	0	0
<i>III - Fixed financial assets</i>	<i>258</i>	<i>258</i>
1) Equity investments in:	0	0
a) subsidiaries	0	0
b) associated companies	0	0
c) parent companies	0	0
d) other companies	258	258

2) Accounts receivable:	0	0
a) from subsidiaries	0	0
b) from associated companies	0	0
c) from parent companies	0	0
d) from others	0	0
3) Other securities	0	0
4) Treasury shares	0	0
C) CURRENT ASSETS	1,053,154	875,598
<i>I – Inventories</i>	0	0
<i>II – Accounts receivable</i>	471,798	417,004
1) From supporters	93,007	227,500
within 12 months	93,007	227,500
over 12 months	0	0
2) From subsidiaries	0	0
3) From associated companies	0	0
4) From founders	350,000	120,000
5a) Tax credits	445	1,186
5b) From others	52,308	92,280
within 12 months	52,308	92,280
over 12 months		
Bad debt provision	-23,962	-23,962
<i>III - Current financial assets</i>	0	0
<i>IV - Cash and cash equivalents</i>	581,355	458,593
1) Bank and postal accounts	579,873	456,489
2) Checks	0	0
3) Cash on hand and cash equivalents	1,482	2,104
D) ACCRUED INCOME AND PREPAID EXPENSES	988	8,687
Accrued income	0	0
Prepaid expenses	988	8,687
TOTAL ASSETS	1,056,055	887,963

Liabilities - Balance Sheet as per Art. 2424	2020	2019
A) NET EQUITY	652,342	488,469
I - Capital (share capital fund)	50,000	50,000
II - Unencumbered capital assets	255,702	265,493
III - Restricted capital assets	15,599	15,599
IV - Legal reserve	0	0
V - Reserve for treasury shares held in portfolio	0	0
VI - Statutory reserves	0	0
VII - Other reserves	323,838	167,168
VIII - Profits (losses) carried forward	0	0
IX - Profit (loss) for the reporting period	7,203	-9,791
B) PROVISIONS FOR RISKS AND CHARGES	0	0
C) EMPLOYEE SEVERANCE INDEMNITY	212,609	187,873
D) ACCOUNTS PAYABLE	191,104	211,621
1) Bonds	0	0
2) Convertible bonds	0	0
3) Payables to shareholders for loans	0	0
4) Bank payables	0	0
5) Payables to other lenders	0	0
6) Payments on account (advances)	0	0
7) Trade payables	113,344	126,467
8) Payables represented by debt instruments	0	0
9) Payables to subsidiaries	0	0
10) Payables to associated companies	0	0
11) Payables to parent companies	0	0
12) Tax liabilities	14,993	12,542
13) Payables to social security institutions	6,932	22,412
14) Other payables	55,835	50,200
E) ACCRUED LIABILITIES AND DEFERRED INCOME	0	0
TOTAL LIABILITIES	1,056,055	887,963

Income Statement	2020	2019
A) Revenue	656,300	990,243
1) Income from institutional activities	653,532	978,858
2) Changes in inventories of work in progress, semi-finished goods and finished goods	0	0
3) Changes in work in progress to order	0	0
4) Increases to fixed assets for in-house production	0	0
5) Other revenue and income	2,768	11,385
B) Expenses	647,517	983,757
6) Consumable materials and goods	615	4,686
7) Institutional services and donations	281,338	418,830
8) Leased assets	4,926	5,962
9) Staff	358,214	532,913
a) salaries and wages	273,174	386,291
b) social charges	56,226	115,675
c) severance indemnity	28,500	29,073
d) pension liabilities and similar obligations	0	0
e) other costs	314	1,874
10) Depreciation and write-downs	1,764	9,076
a) depreciation of intangible fixed assets	1,514	8,004
b) depreciation of tangible fixed assets	250	1,072
c) other fixed asset write-downs		
d) write-downs of receivables included in	0	0
current assets and of cash and cash equivalents	0	0
11) Changes in inventories of raw materials, ancillary and consumable materials and goods for resale	0	0
12) Provision for risks	0	0
13) Other provisions	0	0
14) Other operating expenses	660	12,290
Difference between revenue and expenses (A - B)	8,783	6,486
C) Financial revenue and expenses	(339)	(33)
15) Income from equity investments	0	0
16) Other financial income	0	5
a) non-current receivables		
b) other non-current securities	0	0
c) securities held in current assets that do not constitute equity investments	0	0
d) income other than above	0	0
17a) Interest and other financial charges	(295)	(55)
17b) Gains and losses on exchange	(44)	17
D) Value adjustment of financial assets	0	0
Pre-tax result (A - B +- C +- D +- E)	8,444	6,453
22) Current, deferred and prepaid income taxes for the reporting period	1,241	16,244
Profit (loss) for the reporting period	7,203	(9,791)

SLOW FOOD

FINANCIAL STATEMENTS

TO DECEMBER 31, 2020

Assets – Balance Sheet as per Art. 2424	2020	2019
A) SUBSCRIBED CAPITAL, UNPAID	0	0
Called up	0	0
Not called up	0	0
B) FIXED ASSETS	31,116	34,863
<i>I- Intangible fixed assets</i>	<i>11,639</i>	<i>16,076</i>
1) Start-up and expansion costs	0	0
2) Research, development and advertising costs	0	0
3) Industrial patent and intellectual property rights	3,801	7,600
4) Concessions, licenses, trademarks and similar rights	7,838	8,476
5) Start-up	0	0
6) Assets under construction and payments on account	0	0
7) Other fixed assets	0	0
<i>II - Tangible fixed assets</i>	<i>12,200</i>	<i>11,510</i>
1) Land and buildings	0	0
2) Plants and machinery	0	0
3) Industrial and commercial equipment	3,480	3,480
4) Other assets	8,720	8,030
5) Assets under construction and payments on account	0	0
<i>III - Fixed financial assets</i>	<i>7,277</i>	<i>7,277</i>
1) Equity investments in:	0	0
a) subsidiaries	0	0
b) associated companies	0	0
c) parent companies	0	0
d) other companies	0	0
2) Accounts receivable:	7,277	7,277
a) from subsidiaries	0	0
b) from associated companies	0	0
c) from parent companies	0	0
d) from others	7,277	7,277
3) Other securities	0	0
4) Treasury shares	0	0

C) CURRENT ASSETS	4,343,509	3,442,579
<i>I - Inventories</i>	0	0
1) Raw materials, ancillary and consumable supplies	0	0
2) Products in progress and semi-finished products	0	0
3) Work in progress to order	0	0
4) Finished products and goods	0	0
5) Payments on account	0	0
<i>II - Accounts receivable</i>	2,387,724	3,034,706
1) From convivia/national associations/trade – within 12 months	467,050	564,732
2) From subsidiaries	0	0
3) From associated companies	0	0
4) From founders	0	0
5a) Tax credits	7,973	1,194
5b) From others within 12 months	1,912,701	2,468,780
<i>III - Current financial assets</i>	0	0
1) Equity investments in subsidiaries	0	0
2) Equity investments in associated companies	0	0
3) Equity investments in parent companies	0	0
4) Other equity investments	0	0
5) Treasury shares	0	0
6) Other securities	0	0
<i>IV - Cash and cash equivalents</i>	1,955,785	407,873
1) Bank and postal accounts	1,954,703	406,313
2) Checks	0	0
3) Cash on hand and cash equivalents	1,082	1,560
D) ACCRUED INCOME AND PREPAID EXPENSES	12,704	110,116
Accrued income	0	0
Prepaid expenses	12,704	110,116
TOTAL ASSETS	4,387,329	3,587,558

Liabilities - Balance Sheet as per Art. 2424	2020	2019
A) NET EQUITY	578,733	555,257
I - Capital (share capital fund)	104,541	25,807
II - Unencumbered capital assets	0	0
III - Restricted capital assets	0	0
IV - Legal reserve	290,716	290,716
V - Reserve for treasury shares held in portfolio	0	0
VI - Statutory reserves	0	0
VII - Other reserves	160,000	160,000
VIII - Profits (losses) carried forward	0	0
IX - Profit (loss) for the reporting period	23,476	78,734
B) PROVISIONS FOR RISKS AND CHARGES	365,000	165,000
1) For pension liabilities and similar obligations	0	0
2) For taxes, including deferred	0	0
3) Other provisions	365,000	165,000
C) EMPLOYEE SEVERANCE INDEMNITY	462,703	424,686
D) ACCOUNTS PAYABLE	2,155,053	2,009,920
1) Bonds	0	0
2) Convertible bonds	0	0
3) Payables to shareholders for loans	0	0
4) Bank payables	11,406	83,171
5) Payables to other lenders	0	0
6) Payments on account (advances)	0	0
7) Trade payables	1,439,837	1,336,494
8) Payables represented by debt instruments	0	0
9) Payables to subsidiaries	0	0
10) Payables to associated companies	0	0
11) Payables to parent companies	0	0
12) Tax liabilities	52,438	57,915
13) Payables to social security institutions	9,304	54,277
14) Other payables	642,068	478,063
E) ACCRUED LIABILITIES AND DEFERRED INCOME	825,840	432,695
<i>Accrued liabilities</i>		
<i>Deferred income</i>	825,840	432,695
TOTAL LIABILITIES	4,387,329	3,587,558

Income Statement	2020	2019
A) Revenue	4,430,010	4,981,496
1) Income from institutional activities	4,194,558	4,740,857
2) Changes in inventories of work in progress, semi-finished goods and finished goods	0	0
3) Changes in work in progress to order	0	0
4) Increases to fixed assets for in-house production	0	0
5) Other revenue and income	235,452	240,639
B) Expenses	4,382,611	4,833,882
6) Consumable materials and goods	24,787	79,615
7) Institutional services and donations	2,765,242	3,126,680
a) Donations for institutional projects	1,337,026	1,635,698
b) Institutional services	1,428,216	1,490,982
8) Leased assets	91,012	91,732
9) Staff	1,130,723	1,332,022
a) salaries and wages	875,805	979,074
b) social charges	175,778	272,972
c) severance indemnity	70,853	67,354
d) pension liabilities and similar obligations	0	0
e) other costs	8,287	12,622
10) Depreciation and write-downs	104,061	111,034
a) depreciation of intangible fixed assets	4,438	8,563
b) depreciation of tangible fixed assets	3,256	2,471
c) other fixed asset write-downs	0	0
d) write-downs of receivables included in	96,367	100,000
current assets and of cash and cash equivalents	96,367	100,000
11) Changes in inventories of raw materials, ancillary and consumable materials and goods for resale	0	0
12) Provision for risks	200,000	65,000
13) Other provisions	0	0
14) Other operating expenses	66,786	27,799
Difference between revenue and expenses (A - B)	47,399	147,614
C) Financial revenue and expenses	-8,985	-26,400
15) Income from equity investments	0	0
16) Other financial income	47	58
a) non-current receivables	0	0
b) other non-current securities	0	0
c) securities held in current assets that do not constitute equity investments	0	0
d) income other than above	47	58
17a) Interest and other financial charges	6,668	15,295

17b) Gains and losses on exchange	-2,364	-11,163
D) Value adjustment of financial assets	0	0
18) Revaluations of:	0	0
a) equity investments	0	0
b) financial fixed assets which are not held equity investments	0	0
c) non-current securities that do not constitute equity investments	0	0
19) Write-downs of:	0	0
a) equity investments	0	0
b) financial fixed assets which are not held equity investments	0	0
c) non-current securities that do not constitute equity investments	0	0
Pre-tax result (A - B +- C +- D +- E)	38,414	121,214
22) Current, deferred and prepaid income taxes for the reporting period	14,938	42,480
23) Profit (loss) for the reporting period	23,476	78,734



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