

# Terra madre day

## Slow Food Celebrates Eating Locally

*Slow Food is working to launch Terra Madre Day around the world, to be held for the first time on December 10 this year. Every convivium, every food community and all people supportive of Terra Madre and Slow Food ideals are invited to organize an event, however small or symbolic, in their local area. If we all make the most of this opportunity with passion and goodwill we can organize one of the largest collective occasions celebrating food diversity ever achieved on a global scale. Our efforts could have historical significance and it is wonderful to think that just a simple initiative within our own communities might have such far-reaching effects. Any global revolution must grow from local roots, where our communities are the most virtuous and creative representatives. Each everyday act carried out by communities is an important action opposing the misguided approach taken by global agribusiness.*

*So, I invite you to let loose your creativity and make December 10, 2009 a memorable day. It will give us a boost and renewed pride in what we are doing, in our own area of the world, whilst knowing that we are part of this global network for change.*

Carlo Petrini

Slow Food International President



The very first worldwide **Terra Madre Day** is being held on December 10, 2009 to celebrate Slow Food's twentieth anniversary, in recognition of the importance of supporting local food networks.

The Terra Madre network was launched by Slow Food in 2004 to give a voice and visibility to small-scale farmers and food producers, and bring them together with cooks, academics, youth and consumers to establish a good, clean and fair food system. In a world dominated by industrial agriculture, Terra Madre actively supports a small-scale, sustainable, local food production model - the embodiment of Slow Food's vision and philosophy.

Terra Madre Day will be celebrated in endless ways by the Slow Food network all around the world: today the Association has more than 100,000 members and 2,000 Terra Madre food communities active in over 150 countries. Celebrations will take place on farms and in homes, in schools and communities, in cities and rural areas: from New York to New Delhi, Turkey to Tanzania, Austria to Argentina.

However and wherever Terra Madre Day is celebrated, these events will be raising attention of the importance of "eating locally" and the right for all communities to maintain and build:

- **Access to good, clean and fair food**

Everyone has the right to good, clean and fair food: a fresh and flavorsome daily diet which satisfies the senses and is part of our local culture, produced using methods that don't harm the environment or human health and providing fair conditions and compensation for producers and accessible prices for consumers. We must bring together pleasure and responsibility, and make them inseparable.

- **Agricultural and food biodiversity**

Over the past century we have lost 80% of our food biodiversity: one third of native cattle, sheep and pig breeds are now extinct or endangered and three hundred thousand vegetable varieties have become extinct and we continue to lose one more every six hours. Slow Food is committed to protecting traditional and sustainable quality foods, conserving methods of cultivation and processing and defending the biodiversity of cultivated and wild species and native breeds. This is essential to food security.

## • **Small-scale food production**

The hyper-productive system shaped by industrial agriculture and globalization has failed. It has not fed the planet, with today one billion people facing starvation, has polluted the land and water, destroyed the cultural identities of entire peoples and drastically reduced biodiversity. Small-scale food production, based in local communities, has the knowledge to show us the way to a sounder future. The best approach to agriculture and fishing, especially for the poorest regions of the world, is one that respects local cultures and is based on the wisdom of local communities in harmony with the environment that surrounds them.

## • **Food sovereignty**

All peoples must retain the knowledge and freedom to decide what they grow, how it is transformed and the make up of their daily diet. Especially in developing countries, maintaining agricultural traditions and knowledge are vital for the health of communities and cultures. Small farmers are rapidly losing farmland dedicated to local food production as it diverts to export or biofuel, as well as losing their most precious asset: seeds. As farmers start to buy seeds from companies who patent the most productive varieties, they abandon traditional crops in favor of those that require massive use of fertilizers and pesticides, and are intended for export. Education is crucial to support food sovereignty.

## • **Language, culture and traditional knowledge**

All peoples must have the possibility to preserve their language, culture and traditional knowledge. The term 'food community' was coined to describe a new idea of local economy based on food, agriculture, tradition and culture. Through raising the profile of food communities and the essential work they do, we return cultural dignity to small producers, valuing their knowledge and skills. In this way, we also assist indigenous communities to uphold their culture and way of life, and help to ensure that their knowledge is passed on to new generations. Education is vital to ensure cultural diversity.

## • **Environmentally responsible food production**

Agriculture and the environment must be considered to be strongly interdependent. Agriculture and fishing cannot be considered simply as economic sectors, subject to the laws of supply and demand. We must ensure that food production eliminates or reduces the use of chemicals, protects the fertility of the land and our water ecosystems, eliminates or reduces waste, and promotes sustainable energy sources.

## • **Fair and sustainable trade**

Social justice and fair trade can be reached through labor that is respectful of producers, provides fair pay for producers and prices for consumers and through solidarity and respect for cultural diversity and traditions. Short food chains are one of the key elements of sustainable agriculture. Local food networks reduce environmental impact by decreasing transport, value local production and contribute to preserving a region's food culture. Further, by reducing the number of intermediary steps involved, we are better able to reach a fair financial outcome for producers and consumers alike.

# Terra<sup>®</sup> madre day

**When, How, Who, Where, What ...**

**When:**  
December 10, 2009

**How:** Terra Madre Day can be celebrated in an endless number of ways, from small gatherings to large events: a celebratory picnic or dinner, a film screening or concert to raise the profile of good, clean and fair food, an excursion to visit Terra Madre producers, a campaign or petition on a particular issue, food or taste education activities, a local gathering of the Terra Madre network... or a combination of the above. Be creative!

**Who:** Everyone that share our goals, particularly convivia, Terra Madre food communities, cooks, academics, youth, Presidia, and school garden projects. Invite the general public to participate, including journalists, local authorities and representatives from other associations.

**Where:** Activities to celebrate Terra Madre Day could take place in a wide variety of locations: in the city or rural areas, in schools or community centers, at a cinema or on a farm, in a restaurant or at home.

## What:

Terra Madre Day could be celebrated by organizing a....

### • **Celebratory Meal**

Potlucks, Eat-ins, meals shared in schools, restaurants, on farms and in public settings can bring the pleasure of good, clean and fair food to a wider audience. By inviting producers to attend, diners will expand their knowledge and appreciation of local food. These occasions also help us remember that food means pleasure, culture and conviviality, and the act of eating can influence our values and attitude.

### • **Excursion to Producers**

From a bicycle trip in Canada to a train journey in the French Alps and a school excursion in Morocco, tours to carefully selected farms and producers from a specific region offer an excellent way of bringing consumers and producers together, providing an enjoyable hands-on educational experience, where people sample products and learn from producers.

### • **Film and Cultural Events**

Music, theater, oral traditions and visual arts can all play a role in creating a critical awareness of food culture. In particular, many events have presented a cinema program that focuses on food-related issues, the agricultural and food industry's repercussion on society and the environment, and our gastronomic heritage.

### • **Campaigns**

The key principles of Terra Madre Day can also be demonstrated through focusing on a particular issue or concern. In Spain, convivia have been holding cooking demonstrations in marketplaces to promote sustainable fish choices. In Morocco events have been organized to urge the government to make a clear statement on the cultivation of GMO crops.

### • **Food and Taste Education Activities**

Food education activities take a wide range of approaches and can be organized for varied audiences: children and adults, teachers, farmers, members and the public. An activity may involve school gardens, guided tastings, providing a forum for a guest speaker or local producer, knowledge exchange between older generations and young people, or practical workshops.

### • **Local Terra Madre Gatherings**

Meetings between producers, cooks, researchers, young people and consumers provide an opportunity to strengthen the local good, clean and fair food network, to share information and present ideas for the future to the public and governments. Regional Terra Madre and Slow Food networks could come together in conferences, workshops, markets, or excursions.



# Slow Food®



**Slow Food** was founded in Italy in 1989 to protect regional food production from the homogenization of modern fast food and fast life. The Association promotes a wider understanding of food and sustainable choices all around the world through food education, projects to conserve agricultural biodiversity and traditional products at risk of disappearance, and events and campaigns that showcase these producers. Slow Food created the Foundation for Biodiversity in 2003, and launched the Terra Madre network in 2004. Today the Association has 100,000 members, who are active across 150 countries in more than 1,000 convivia – our local chapters.

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**Terra Madre** is a worldwide **network** that gives a voice to small-scale farmers and food producers and brings them together with cooks, academics and youth to discuss how to improve the food system collaboratively. Meetings are held at the global, regional and local level and resulting projects are promoting knowledge exchange around the globe.



**Slow Food Foundation for Biodiversity** builds the capacity of food communities and **defends biodiversity** and food traditions by creating new economic models that are being put into practice all around the world: 300 Presidia – sustainable food production – projects, 800 Ark of Taste products and Earth Markets.

The **Slow Food** movement organizes events and programs from the international to the local level that showcase sustainable agriculture and artisan food production, and **connect producers with consumers**. Our pioneering food and **taste education** projects help people to understand where food comes from, how it is produced and by whom, creating awareness, new markets, and positive social change.

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**Slow Food**

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