



Terra Madre  
Salone del Gusto  
2018 | September 20-24  
in Turin

# selection criteria for exhibitors



# INTRODUCTION

Terra Madre Salone del Gusto is the main showcase for the Slow Food network: its activities, projects, policies and international campaigns. It is therefore essential that the Market producers be ambassadors of Slow Food and that they present products that are in line with the good, clean and fair philosophy and the international campaigns of Slow Food.

- for the defense of biodiversity, the promotion of eco-friendly agroecological practices, the protection of soil fertility, the protection of the landscape, respect for animal welfare, the defense of raw milk and the promotion of sustainable fishing practices;
- against the excessive use of synthetic chemicals in agriculture (fertilizers and pesticides); GMOs; the use of artificial additives, preservatives and colorings; food waste and the excessive use of packaging and disposable, single-use containers.

These guidelines are subject to continuous revision, in order to make them as useful as possible to producers, and to keep them in line with Slow Food principles.

# GENERAL RULES

- The Terra Madre Salone del Gusto Market is exclusively for food producers. The products presented must always be produced by the producers themselves, save for some specific exceptions. For some product categories, affineurs (agers of cheeses or cured meats, for example) or selectors will be allowed. However, retailers are not allowed to display or sell their products. The event's organizers will evaluate the possibility of granting exceptions to this rule for specific cases (for example selectors or retailers within the organic or fair-trade circuit, or others involved in virtuous distribution projects).
- Products must not contain GMOs or palm oil (except that produced by the Slow Food Wild Palm Oil Presidium in Guinea Bissau).
- The packaging of the products must be minimal, easily broken down and recyclable.
- During the event days, exhibitors cannot use plastic plates, cutlery or glasses, only objects made from natural materials (wood, glass, plant fibers, etc.) or other biodegradable and compostable materials.
- Participation in the events is by invitation only.
- All guidelines are binding. It is up to producers to maintain compliance with these guidelines, and to report any and all incidences of non-compliance to the event organizers. The event organizers may grant exceptions as they see fit.



## CHEESE

- All cheeses must be made from raw milk.
- Products made from the milk of animals whose diet is primarily pasture-based, or at least with a high percentage of grass/hay, will be given priority.
- Cheeses must be made from milk from farms with high animal welfare standards.
- Cheeses must be made from milk produced by the company or bought locally from farms that participate in supply chain projects.
- Companies that produce cheeses using milk from local breeds will be given priority.
- The animals' diet must be GMO-free.
- Cheeses must be made using animal or plant rennet.
- Companies that produce cheese without the use of artificial chemical starter cultures will be given preference in the selection process. Priority will be given to producers of cheeses made without starter cultures, followed by those who produce cheeses with self-produced starters (milk starter, whey starter).
- Cheeses that have undergone chemical treatments of the rind or smoking with liquid smoke cannot be sold. Traditional treatments (tomato, wax, paraffin, oil, grappa, charcoal, ash, etc.) are allowed.
- Cheeses containing artificial preservatives, additives and colorings cannot be sold.
- Products flavored with artificial flavorings (for example truffle flavoring) cannot be sold.



## CURED MEAT / CHARCUTERIE

- Cured meats must be produced using meat from animals born, reared and slaughtered in the same country where the meats are processed.
- Priority in the selection process will be given to companies that produce cured meats using meat from farms where the animals are raised in wild or semi-wild conditions or from native breeds.
- The animals' diet must be GMO-free.
- Cured pork products must be made with meat from pigs reared with respect for their welfare and slaughtered after reaching at least 12 months of age.
- Priority in the selection process will go to companies that produce cured meats without nitrates and nitrites.
- Cured meats containing other artificial preservatives, additives or colorings cannot be sold.
- Cured meats that contain starters, sucrose, dextrose, milk whey, caseinates or any kind of artificial flavor enhancer cannot be sold.
- Cooked cured meats containing polyphosphates cannot be sold.
- Cured meats using natural casings or casings made from natural fibers will be given priority.
- Products flavored with artificial flavorings cannot be sold.
- The sale of foie gras and other products deriving from the farming of geese and ducks using force feeding or assisted feeding is not allowed.



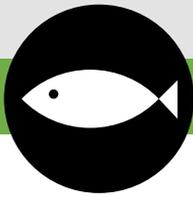
## FRUIT AND VEGETABLES

- Only plant species and varieties that are local, native and traditionally cultivated in their production zone can be displayed and sold.
- Priority will go to companies with organic or biodynamic certification or individual or collective businesses that cultivate using sustainable methods.
- Only produce that has been treated using physical techniques (temperature, modified atmosphere, drying, etc.) during the post-harvest phase, rather than with chemical substances (antioxidants and antimicrobials), can be displayed and sold.



## FRUIT AND VEGETABLE PRESERVES

- Priority will be given to producers whose products contain certified organic or biodynamic ingredients, or raw materials produced according to sustainable methods.
- Fruit and vegetable preserves that contain freeze-dried ingredients or synthetic flavorings, colorings, additives, supplements and processing aids, including artificial sweeteners, thickeners, gelling agents, emulsifiers, stabilizers, antioxidants, colorings, sulfites and zeolites cannot be sold. For example, products containing truffle-flavored oil, corn syrup (HFCS) and pectin are excluded.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, garlic, cinnamon, etc.) rather than the generic phrase “natural flavors.”
- The minimum percentage of fruit in jams is 65%.
- In vegetable preserves, the minimum percentage of vegetables is 65%.



## FISH AND SEAFOOD PRODUCTS

- Bluefin tuna and swordfish, either fresh or preserved, cannot be sold.
- Farmed salmon, either fresh or preserved, cannot be sold, only wild salmon caught in Alaskan or Canadian waters.
- The sale of eel is not allowed unless it comes from sustainable projects such as the Presidia or other projects in which the fishers are actively committed to resource management and repopulation.
- Cod can only be sold if it comes from fishing zones where stocks are not at risk.
- Fish roe may be sold only if it comes from sustainable farms or from wild stocks that are not at risk; and only if the rest of the fish is also sold, or transformed into other products.
- Priority will go to companies that process multiple species, and particularly to companies that process species with a short life cycle.
- The FAO zone of origin must be clearly indicated on the products and the type of fishing used must be highly selective in order to reduce by-catch.
- Fish and seafood products must be made primarily using species characteristic of the local production zone. It is important to avoid processed products made using exotic species in place of local fish because they are physically similar (for example Chinese icefish instead of sardine or anchovy fry).
- The use of any kind of synthetic preservative, additive or coloring during processing is not allowed. Smoke flavor and other chemical flavorings are not allowed.
- Products must bear an indication of the type of oil used, which should ideally be certified organic.
- Products from aquaculture will only be allowed following evaluation by the Slow Fish scientific committee.



# FLOUR

- Flours milled from genetically modified grains cannot be displayed and sold.
- Priority will be given to flours milled from grains of local origin or ancient varieties.
- Only flours milled from grains whose origin is known and indicated can be displayed and sold.
- Priority will go to companies with organic or biodynamic certification and individual or collective businesses that cultivate according to the sustainable methods.
- Wholemeal flours can be displayed and sold if they are milled from the whole grain and are not made from white flour with the addition of bran.
- Flours containing milk or milk by-products, vitamins, acidifiers, antifungals, thickeners, gelling agents, stabilizers or other chemical products used as preservatives and to improve the flour's technical characteristics cannot be displayed and sold.
- Mixes for pizza, cakes and desserts and self-raising flours cannot be displayed and sold.



## BREAD

- Priority will go to bread made from grains of local origin or ancient varieties.
- Priority will go to companies with organic certification and individual or collective businesses that cultivate according to sustainable methods and linked to specific supply chain projects.
- Only bread made with natural leavening (sourdough) can be displayed and sold. A small percentage of brewer's yeast to activate or improve the leavening is allowed.
- Products made from reworking frozen or partially cooked dough cannot be displayed and sold.
- Bread made with bread-making improvers and aids, artificial additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."
- Bread containing margarine, palm oil, coconut oil, refined lard, emulsifiers or other surrogates for ingredients of higher quality (for example olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.
- Only bread preserved naturally can be used, displayed and sold.



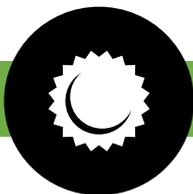
## BAKED GOODS AND SWEETS

- Only baked goods and sweets produced entirely within a specific local area can be displayed and sold.
- Baked goods and sweets made using flour milled from genetically modified grains cannot be displayed and sold.
- Priority will go to baked goods and sweets made with flour milled from grains of local origin or ancient varieties.
- Only baked goods and sweets made using flours from grains whose origin is known and indicated can be displayed and sold.
- The other ingredients (e.g. chestnuts, walnuts, olives, etc.) that characterize the product must be of local origin. If they cannot be sourced within the historic area, they must come from within the region or a neighboring region, with the exception of ingredients that necessarily and historically come from further away, such as sugar, salt, vanilla, cacao, coffee, pistachios, etc., depending on the country.
- The minimum standard for eggs is outdoor free-range (category 2). Priority will go to eggs from organic agriculture (category 0).
- Baked goods and sweets containing frozen eggs cannot be displayed and sold.
- Baked goods made using bread-making improvers and aids, additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase “natural flavors.”
- Baked goods and sweets containing margarine, palm oil, coconut oil, refined lard, emulsifiers or other surrogates for ingredients of higher quality cannot be displayed and sold.
- Only baked goods and sweets that are preserved naturally can be displayed and sold.
- Recipes for traditional baked goods and sweets must respect traditional methods, timings, and ingredients (for example, panettone must be made using sourdough and a long rising time).



## DRIED PASTA

- Only dried pasta made entirely in the company's own facilities can be displayed and sold.
- Only dried pasta made using flour milled from grains whose origin is known and indicated can be displayed and sold.
- Priority will go to dried pasta made with flour milled from grains of local origin or ancient varieties.
- Priority will go to companies that are responsible for the whole production chain, from grain cultivation to pasta production.
- Priority will be given to producers whose products contain certified organic or biodynamic ingredients, or raw materials produced according to sustainable methods.
- Only dried pasta made using traditional methods can be displayed and sold.
- Priority will go to pasta shapes with a connection to local tradition, and for durum-wheat dried pasta, the use of bronze dies for cutting.
- Dried pasta made using additives, production aids, colorings and artificial and nature-identical flavorings cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."



## FRESH AND FILLED PASTA

- Only fresh pasta made entirely in the company's own facilities can be displayed and sold.
- Only fresh and filled pasta made using flour milled from grains whose origin is known and indicated can be displayed and sold.
- Priority will go to fresh pasta made with flour milled from grains of local origin or ancient varieties.

- Priority will go to companies that are responsible for the whole production chain, from grain cultivation to pasta production.
- Priority will be given to producers whose products contain certified organic or biodynamic ingredients, or raw materials produced according to sustainable methods.
- Only fresh pasta made using traditional methods can be displayed and sold.
- Fresh pasta made with additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase “natural flavors.”
- The minimum standard for eggs is outdoor free-range (category 2). Priority will go to eggs from organic agriculture (category 0).

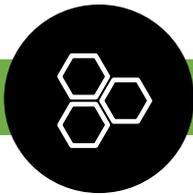
#### **For filling ingredients**

- For specific filling ingredients, reference must be made to the criteria indicated for specific product categories.
- Fresh pasta containing frozen eggs cannot be displayed and sold.
- Pasta whose filling contains improvers, additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, pepper, etc.) rather than the generic phrase “natural flavors.”
- Fresh pasta whose filling contains margarine, palm oil, coconut oil, emulsifiers or other surrogates for ingredients of higher quality cannot be displayed and sold.



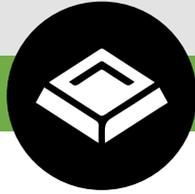
## RICE

- Only rice grown by the company can be displayed and sold.
- Companies that display and sell rice varieties traditionally cultivated in their local area will be given priority.
- Priority will go to rice that is processed by the company.
- Priority will go to companies with organic or biodynamic certification or individual or collective businesses that cultivate according to sustainable rules.
- Rice that has undergone whitening treatments with oil (Camolino rice), glucose and talc (coated or glazed rice) cannot be displayed and sold.



## HONEY

- Only mixed-flower honey (not deriving from a blend) and single-flower honey can be displayed and sold (pasteurized honey and honey that has been heated to slow crystallization are all excluded).
- Only honeys characterized by the plants typical of the production area can be sold.
- The only treatments allowed are essential oils (thymol, menthol, eucalyptol) and organic acids (formic acid, lactic acid, oxalic acid).
- Honeys from hives where the bees are given protein-rich foods like soy or powdered milk cannot be displayed and sold.
- Priority will be given to producers whose products contain certified organic or biodynamic ingredients.



## CHOCOLATE

- In the case of dark chocolate, cacao beans must be the main ingredient of the finished product.
- Only products with traceable ingredients, where the origin is known and indicated, can be sold.
- Priority will go to chocolate made using ingredients from Presidia or known local communities or “from bean to bar” products.
- Products containing synthetic flavorings (e.g. vanillin), GM ingredients (e.g. GM soy lecithin) or fats other than cocoa butter (e.g. palm oil) cannot be displayed and sold.



## CACAO-BASED PRODUCTS (E.G. SPREADS, TRUFFLES)

- The main ingredient of cacao-based products cannot be sugar.
- Only products with traceable ingredients, where the origin is known and indicated, can be sold.
- Products containing synthetic flavorings (e.g. vanillin), GM ingredients (e.g. GM soy lecithin), palm oil, coconut oil and generic vegetable oils (where the provenance is not given) cannot be displayed and sold.
- Priority will go to cacao-based products whose ingredients come from Presidia or known local communities.



## COFFEE

- Only roasters who produce Presidia coffees or single-origin specialty coffees can display and sell their coffee.



## TEA AND INFUSIONS

- Priority will go to companies with organic or biodynamic certification or individual or collective businesses that cultivate according to the rules of sustainability (the organizers will evaluate each individual case).
- The product origin must be indicated.
- Priority will go to teas processed using rolling rather than methods like CTC.



## EXTRA VIRGIN OLIVE OIL

- Priority will go to oil milled from olive cultivars that are native to the production area.
- Priority will go to companies with organic or biodynamic certification or who use olives from sustainable cultivation methods.
- Only extra-virgin olive oils made primarily from olives grown by the producer, not bought, can be displayed and sold.
- The oil mill must be within the olive-growing area. If the location is not indicated on the label, it should be declared during the self-declaration phase.
- For Italian oils, producers who belong to the Italian extra virgin olive oil Presidium will be given priority.



## OTHER OILS

- Only oils extracted by mechanical cold press can be displayed and sold.
- Oils in which the provenance of the plant is not specified cannot be displayed and sold.
- In the case of oils obtained from the cultivation of oilseed plants (like rapeseed/canola and sunflower), only organic or biodynamic certified oils can be displayed and sold.



## WINE VINEGAR

- Only vinegar produced from traditional grape varieties, preferably from the company's own vineyards, can be displayed and sold.
- Only vinegars that are artisanally aged in barrels and acidified with a natural starter can be displayed and sold.



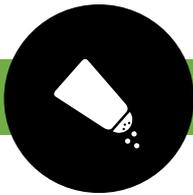
## FRUIT VINEGAR

- Only vinegars produced with local ingredients, preferably grown by the company, can be displayed and sold.
- Only vinegars that are artisanally aged in barrels and acidified with a natural starter can be displayed and sold.



## BALSAMIC VINEGAR

- Only traditional balsamic vinegar, which follows the specifications for traditional balsamic vinegar production, can be displayed and sold.
- Balsamic condiments cannot be displayed and sold.



## SALT

- Only salt that has been harvested or extracted with respect for the environment and in decent working conditions can be displayed and sold.



## WINE

- Individual wine-producing companies will only be allowed if they belong to a Presidium or other specific projects.
- Consortia that participate in Slow Food projects are also allowed.



## BEER

- Breweries that produce beers in historic local styles, where they exist, will be given priority.
- Beers made using organic or biodynamic or sustainably cultivated ingredients will be given priority.
- Priority will be given to breweries that conduct experimental research activity and those that develop partnerships in their local areas (for example regarding suppliers or distribution)
- For Italian beers, breweries listed in Slow Food Editore's Birre d'Italia guide will be accepted, with priority going to breweries that have received recognitions (priority will go to recognitions received by the brewery, then those assigned to individual beers).

### **Labelling indications:**

- The ingredients must be indicated on the label.
- It will be necessary to clearly indicate, ideally on the taps, the following: type and provenance of the malts used, type and provenance of hops used, type and provenance of any other added ingredients.
- In the case of Beer Firm (beer companies that produce beer without owning their own brewing equipment), it will be necessary to indicate the facility where the beer was produced.



## SPIRITS

- Preference is given to spirits produced ideally using local ingredients (including ingredients used for infusions) and those based on local traditions can be displayed and sold. Exceptions are possible when certain ingredients are not locally available. In any case the origin of the main ingredients must be indicated.
- Spirits containing synthetic products such as flavorings, colorings and sweeteners cannot be sold.

