



SALONE DEL GUSTO®



Slow Food®

Terra  
madre

# Salone del Gusto and Terra Madre

Turin, Lingotto Fiere

October 25-29, 2012

*Salone del Gusto and Terra Madre:  
The international event dedicated to the future of food*



REGIONE  
PIEMONTE



CITTÀ DI TORINO





# Salone del Gusto and Terra Madre

## A Unified Event

In 2012, the international **Salone del Gusto and Terra Madre world meeting will be held together as a unified event for the first time**, displaying the extraordinary diversity of food from all continents and uniting and giving a voice to small-scale farmers and artisans from the north and south of the world who follow the principles of good, clean and fair production – food that is defined not only by excellent taste, but also environmental sustainability and social justice.

Salone del Gusto and Terra Madre will be held in Turin, Italy over October 25-29 at the Lingotto Fiere and Oval arena. The consolidated event builds on the success of the past eight editions of the Salone del Gusto - which has established an extensive network of outstanding producers, top chefs and supportive institutions and developed the Taste Workshops and other innovative food education activities – as well as the experience and knowledge of the Terra Madre network of food communities, academics, cooks and young people from 150 countries who have met in Turin since 2004.

The new format aims to foster the most **important international event dedicated to food**, capable of uniting the pleasure of taste with responsibility and respect for those who produce it and the environment. Thus, the experience and enjoyment of food and wine – one of the pillars of Salone – will go hand in hand with discovering the stories of the men and women who grow, farm and process food products sustainably around the world, and the places and traditions these foods are tied to.

Salone del Gusto and Terra Madre will explore some of the key issues connected with food production and consumption: from the role of **young people** and **small-scale traditional producers** for the future of agriculture, to the **safeguarding of landscapes**; from the **fight for GMO-free farming** to the protection of herders and small-scale fishers; from the need to strengthen the relationship between producers and consumers, to the promotion of responsible food choices made with awareness of their impact on health, the environment and the production system.

This year Salone del Gusto and Terra Madre are **fully open to the public**, offering visitors the opportunity to enjoy the tastes of Italian regions; to discover European, Asian, African and American food communities and Presidia and their unique products; to meet the people behind the 1,000 food gardens that Slow Food is establishing with African communities; and to participate in a wide range of food education activities for adults and children. The rich program includes conferences and debates, the popular Taste Workshops, Theater of Taste, Master of Food courses and meetings with the producers. These gastronomic journeys are lead by exceptional guides, such as well-established and emerging chefs, wine producers and food experts, offering unique opportunities to taste unusual foods and to get to know them intimately.

**The future of food is the future of the planet** and it is more crucial than even that we come together in Turin this October. A better, cleaner and fairer world begins with what we put on our plates, and our daily choices determine the future of the environment, economy and society.



## Sneak Preview of the 2012 Event

- **950 exhibitors, 300 Slow Food Presidia**, producers and products from food communities from **130 countries**
- over **150 events** including Taste Workshops, Theater of Taste and Master of Food courses
- 25 Dinner Dates held at the region's best restaurants
- **50 conferences** on current topics for producers, consumers, cooks and researchers
- food education activities for children and adults
- eating areas catered by Terra Madre cooks presenting their regions'specialty products
- Many side-events, including Slow Food Editore presenting the Slow Wine guide to discover Italy's good, clean and fair wine-growers

For the first time, the **plenary opening ceremony** – held in past years for Terra Madre participants only - is open to everyone: thousands of people from around the world who want to work together to develop a better future food policy.

The key theme of the event in all its guises is **story telling**: Slow Food invites visitors to discover producers, where they come from, their stories and their knowledge.







## A World of Food to Explore

### Italy

Home to one of the richest food cultures in the world, each Italian region represents a unique heritage of foods, tastes and knowledge. Hundreds of small-scale producers will present their products - cheeses, cured meats, breads, oils, fresh produce and more – in regional exhibition areas.

### Europe

The exhibition area dedicated to the rest of Europe will travel from the warm Mediterranean land of oils, breads and cheeses to the beers, wines and sweets of central Europe, the agricultural diversity of the Caucasus, and the hidden treasures of the Balkans. Slow Food's proposal for Europe's future Common Agricultural Policy (CAP) will be highlighted throughout the area.

### Africa

From Senegal's salty millet couscous to Sierra Leone's kola nut and Ethiopia's forest coffee, the African area journeys across 20 countries and the continent's environments. Slow Food's **Thousand Gardens in Africa** project will be presented by farmers from more than 20 countries at an African food garden set-up in the center of the exhibition space.

### Asia

The Asian continent is the birthplace of a large part of the world's agricultural biodiversity and the exhibition space will express this extraordinary diversity by presenting varieties of products such as rice, millet and spice. The Asian universe of culinary traditions will be interpreted by cooks from several countries, including Korea, Japan and Malaysia.

### Latin America

Latin America's three major agro-ecological regions - the Andean, the Amazonian and the Mesoamerican – will be represented in this exhibition area along with some of the continents most important products: cocoa, coffee, honey from native bees and spirits such as mescal, rum and cachaça.

### North America

North American countries present a selection of the foods and projects being promoted by Slow Food to bring consumers closer to the earth: farmers' markets, education in schools and campaigns to promote eating better while spending less. This area will also focus on farming policies of the future, in particular the U.S. Farm Bill.



# Salone del Gusto

## A Brief History

Slow Food's biennial international event was first held in 1996, organized together with the Region of Piedmont and the City of Turin. Since 2004 Terra Madre has been held simultaneously with the fair, and the Salone has developed progressively strong ties with its sister-event.

The eighth edition of the International Salone del Gusto - held in October 2010 at Turin's Lingotto Fiere and Oval - covered a surface area of **65,000 square meters** and attracted **200,000 visitors**, 30% of whom came from outside of Italy. The event included 910 exhibitors, 18 Italian regional exhibition areas, **288 Presidia** from 47 countries and **1,500 accredited media** from 65 countries and a program of activities that included 128 Taste Workshops, 14 Theaters of Taste, 24 Dinner Dates, 27 educational activities for children and 50 for adults and 29 conferences. With each edition, the Salone has grown in all areas in content, number of activities on offer and participants and has evolved thanks to the input from Slow Food's projects and experience around the world. All these factors have helped establish the unique positioning of Salone del Gusto - a defining moment in the food and wine sector as well as a cultural, educational and networking event.

Salone del Gusto is not only an important international fair for top quality food and wine, it is also an opportunity for food cultures to come together to share experiences, develop exchanges and promote the value of production regions.

The Salone del Gusto **brand is worth 2.35 million euro** and the estimated financial impact at the local level nears 40 million euro (source: IP Finance Institute and ICM Research). The value of the entire media coverage (press, audio and video) – not including foreign press and the web – amounts to over 25.2 million euro (sources: AudiPress survey or statements by publishers).





# Salone del Gusto: past editions – the figures

**1996** – 7,950 m<sup>2</sup> **15,000** visitors (pilot edition of the event).

**1998** – 38,770 m<sup>2</sup>, **126,600** visitors, **700** journalists.

**2000** – 43,850 m<sup>2</sup>, **130,000** visitors, **2,000** journalists. Slow Food Presidia participate for the first time.

**2002** – 50,000 m<sup>2</sup>, **138,000** visitors, **2,200** journalists.

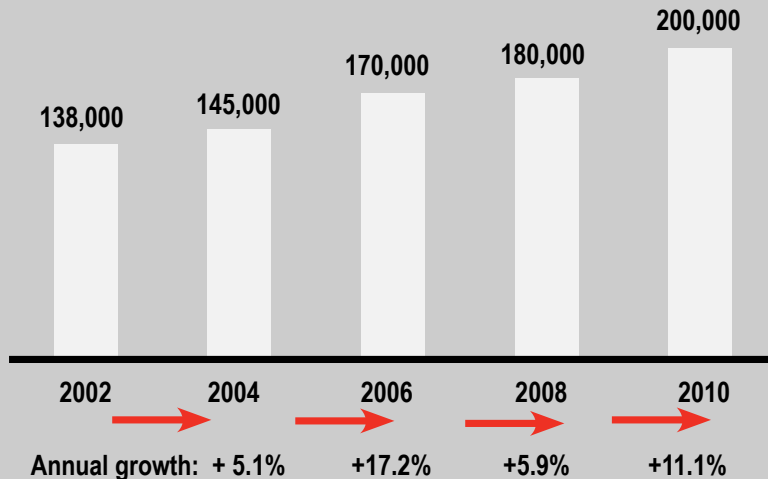
**2004** – 50,000 m<sup>2</sup>, **140,000** visitors, **2,400** journalists. First edition of Terra Madre is held.

**2006** – 52,000 m<sup>2</sup>, **172,400** visitors, **1,000** journalists. **Low impact event** management is introduced, using innovative solutions to reduce waste, compensate for CO2 emissions and decrease other environmental impacts.

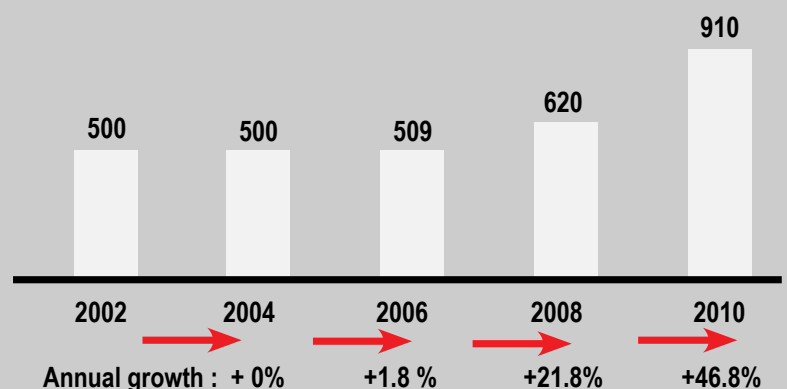
**2008** – 62,349 m<sup>2</sup>, **180,000** visitors, **1,200** journalists.

**2010** – 65,000 m<sup>2</sup>, **200,000** visitors, **1,500** journalists.

## Visitors at Salone del Gusto 2002-2010



## Exhibitors at Salone del Gusto 2002-2010





## A Model for Low-Impact Event Management

In 2006, Slow Food's commitment to environmentally friendly event management was developed in collaboration with Turin Polytechnic Industrial Design and the University of Gastronomic Sciences of Pollenzo and put into practice at the Salone. The outcome yielded excellent results in many different areas that continued to improve in following editions. In 2010, the experience developed by Salone del Gusto / Terra Madre event organizers and partners became a world model for the sustainable design of large-scale exhibitions and events.

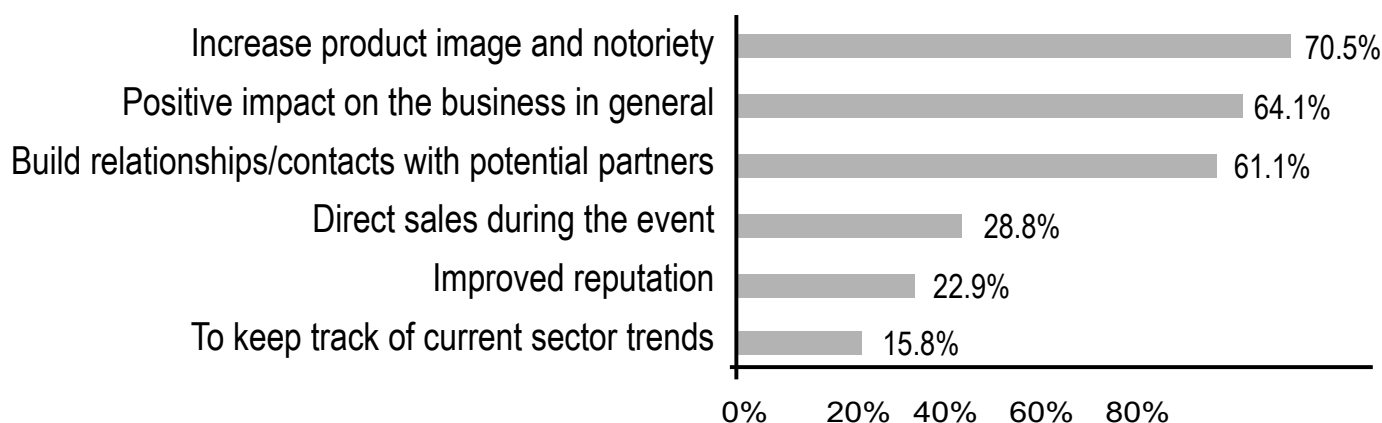
Salone del Gusto 2010 reduced its environmental impact by 65% compared to the 2006 edition. The goal for 2012 is to reach **85%**.

In particular, the low-impact event organization has focused on:

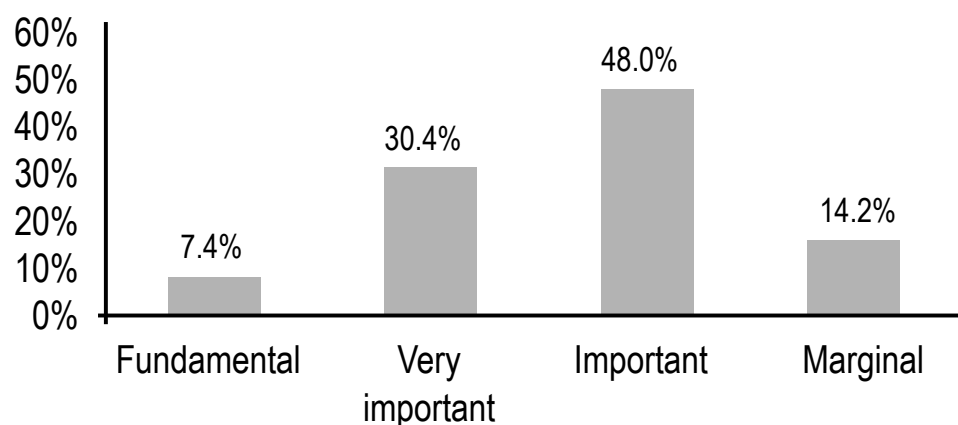
- 1) use of environmentally friendly materials for set-up and graphic displays;
- 2) increasing the lifecycle of the materials used for set-up and graphic displays;
- 3) separated waste collection for recycling (in 2010 91.58 tons of waste were collected separately – 58.5% of the total – and the total waste dropped by 78.8 tons in comparison to 2008);
- 4) improvement in packaging through promotion of new consumption models;
- 5) use of biodegradable and compostable materials for take-away food service;
- 6) reduction in energy consumption;
- 7) reduction in paper materials produced for the event;
- 8) maximized efficiency of transport and freight;
- 9) food waste collection;
- 10) provision of tap drinking water.



## What are the key reasons for your participation in Salone del Gusto as an exhibitor?



## How important is your participation in Salone del Gusto for the development of your business?



Source: Salone del Gusto. Impact on the economic development of the region and brand value survey carried out by the IP Finance Institute and ICM Research.





# Terra Madre

## The World Network of Food Communities

Slow Food launched the Terra Madre network of food communities in 2004 when 5,000 small-scale producers from 130 countries gathered in Turin, attracting unprecedented media attention to the issues they face. Today the Terra Madre network extends to 150 countries and includes representatives of all aspects of the food sector – farmers, fishers, producers, academics, cooks, youth and students. Their goal is to preserve, encourage and promote agriculture, fishing and food production methods that are respectful of nature, landscapes and traditions. The network focuses works in particular to promote the importance of regional identity, safeguard local crops and breeds selected by farmers over thousands of years and identify the most environmentally friendly production techniques - both traditional and innovative. The Terra Madre vision opposes indiscriminate development, focused on quantity and relying on large-scale intensive production, monocultures and external inputs (chemical fertilizers and pesticides that lower soil fertility) to meet food prices imposed by the global market. We all pay the price of these policies, but in particular it is the small-scale producers who suffer as they struggle to compete.

Following the 2004 Terra Madre event, world meetings have been held every two years in Turin, simultaneously with the Salone del Gusto. The meetings are organized with support from the Italian Ministry for Agricultural, Food and Forestry Policies, the Italian Cooperation to Development section of the Ministry for Foreign Affairs, the Region of Piedmont and the City of Turin.

Regional Terra Madre meetings have also been held around the world in many countries (Ireland, the Netherlands, Ethiopia, Brazil, Belarus and Austria, to name just a few), bringing together national networks of farmers, fishers and artisan producers to discuss and share their local knowledge and experiences. Beyond these national and international gatherings, the Terra Madre network is engaged in countless exchanges, projects and collaborations. Each year **Terra Madre Day** is celebrated on December 10 by the Terra Madre and Slow Food network – the most important worldwide event devoted to good, clean and fair local food.



# Terra Madre Past Editions

**2004** – The first edition of Terra Madre brings together **food communities** from around the world, inviting thousands of delegates to Turin to share their experiences and discuss the future of food.

**2006** - The second edition focuses on the three key areas of knowledge that underpin the food system: the know-how of **producers**; the experience and creativity of **cooks**; and **science**, represented by over 200 universities.

**2008** –1,000 **young people** from around the world join the third edition, adding a youth movement to the growing network committed to the promotion of local and sustainable food production with respect for tradition.

**2010** - Cultural and linguistic diversity are central to the 2010 edition, which highlighted the importance of safeguarding **ethnic groups**, indigenous **languages** and oral tradition and **memory**. The opening ceremony includes speeches in the native language of some of the world's Indigenous communities.

## A few figures from Terra Madre 2010:

70 Earth Workshops

1,557 food communities from 160 countries and five continents

2,634 farmers, breeders, fishers and artisan producers

560 cooks

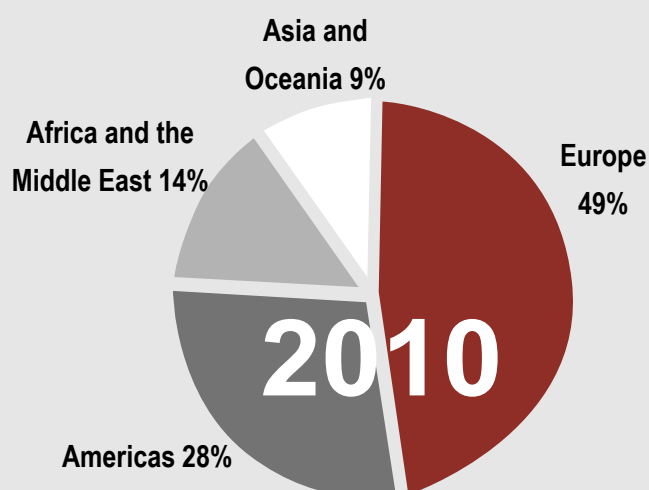
283 professors and representatives of research institutes

771 students

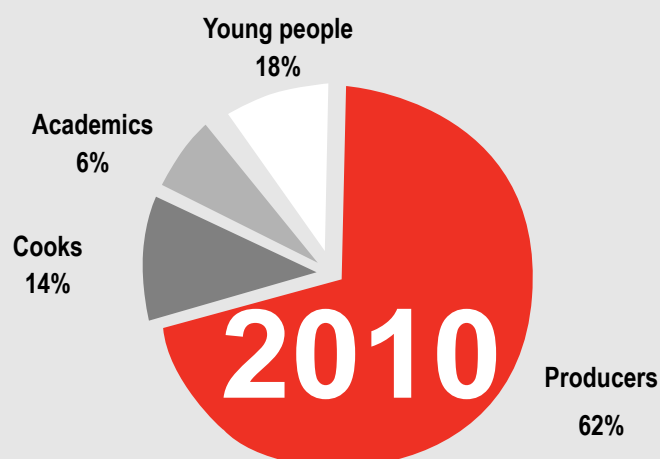
185 musicians

1,143 volunteers

## Geographic origin of participants



## Participants by category







Over 100,000  
members  
1,500 convivia  
150 countries

# Slow Food

## An International Association

Founded in Italy by Carlo Petrini in 1986, Slow Food is a non-profit international association with over 100,000 members worldwide. Today the association has national branches in **Italy, Germany, Switzerland, the United States, Japan, the United Kingdom and the Netherlands** (in order of creation); volunteers and supporters in 150 countries; almost 1,400 convivia – the association's local chapters; and a network of 2,000 food communities committed to sustainable quality production.

Slow Food promotes the importance of the **pleasure** of food by learning to enjoy the diversity of tastes and cuisines, rediscovering local **varieties**, respecting the **seasons, conviviality**, landscapes, regions and local traditions. The association's work has developed over the years to unite pleasure with responsibility for the environment and community, encouraging respect and study of **food and wine** that is produced by those who safeguard **agricultural and food biodiversity** in all regions of the world. The Slow Food philosophy is summed up by three simple adjectives, **good, clean and fair**: good in terms of the enjoyment we get from a food through its organoleptic qualities as well its links to traditions and identity; clean because its production respects ecosystems and the environment; and fair because it follows the principles of social justice in production and marketing.

Slow Food emphasizes the need for **food and taste education** and the gastronomic sciences as the best defense against poor quality and the standardization of food. It promotes the **safeguarding** of local cuisines, traditional production and endangered vegetable species and animal breeds and supports a **new model of agriculture**, which is less intensive, cleaner and based on the knowledge and experience of local communities - the only way to support positive development opportunities in the world's poorest regions. Slow Food's approach to agriculture and food production embraces a **holistic** view, bringing together aspects of the food system that are usually separated: social matters (such as the relationship between producers and consumers and fair conditions for workers), environmental issues (such as biodiversity protection, water resources and soil fertility, product distribution and sustainable packaging) and cultural concerns (such as safeguarding traditional knowledge). This approach comes from recognition of the deep interconnections between communities, and the complex relationships between production and consumption and between culture and environment. It is only by taking these steps that we can realize the true value of food, which offers us the understanding needed to act to solve the question of how to best feed the world now and in the future.

Slow Food®

# What they say about us

**The New York Times**  
Tasting the Salone del Gusto  
By RATHA TEP

**CORRIERE DELLA SERA**

La rete  
che difende  
le tradizioni  
locali



**Torino** Sono saliti a 288 i presidi di produttori di Slow Food  
**Vini georgiani e cibi bulgari**  
**I gourmet scoprono l'Est**  
*Laboratori e incontri, apre il Salone del Gusto*

**Le Point**

**La révolution du goût**

**GLOBES**

Israel's Business Newspaper

**טעימה  
מהחיים**

"סלון הטעמים" בטורינו, הידוע גם כפסטיבל  
האוכל הבינלאומי של תנועת הסלואו פוד,  
הוא חגיגה קולינרית של טעימות, לגימות,  
סדנאות ושל מפגשים בין יצרני בוטיק, שפים,  
יבואנים וחובבי אוכל ויין. יוכל בלנקובסקי  
חזר מחמישה ימים של שיכרון חושים

**Plaisir.** Paysans  
et consommateurs  
se révoltent contre  
l'agro-industrie  
et la grande  
distribution.  
Le « fait maison »  
triomphe.  
C'est la fin  
de la malbouffe?

PAR CHRISTOPHE LABBÉ ET OLIVIA RECAISSON  
« M on père a toujours fait de  
la volaille, il est dans le  
système dominant. Je  
n'avais pas envie, comme lui, d'avoir

**la Repubblica**

Aprono la prossima settimana il **Salone internazionale del  
e Terra Madre** dedicati all' eccellenza enogastronomica  
Ecco un itinerario dentro il Lingotto per **scoprire sapori ma**



**Il giro d'Italia  
comincia a tavola**

**Frankfurter Allgemeine**  
SONNTAGSZEITUNG

**„Der hemmungslose Konsum muss aufhören“**

Slow-Food-Gründer Carlo Petrini über M-D... en Bauern von nebenan

**TIME**  
IN PARTNERSHIP WITH **CNN**

Friday, Oct. 29, 2010  
**Slow Food: Can You Eat Well and  
Save the World?**

By Lisa Abend

**Bændablaðið**

Íslendingar tóku þátt í Salone del Gusto og Terra Madre á Ítalíu

**Hátíð fyrir sælkera**

Slow food-matvæðingin  
Salone del Gusto var haldin í sta-  
vna vísu í Fjörð á Ítalíu. Höpur  
Íslendinga lagði leið sína suður  
um haf og tók þátt með því að  
kynna íslenskar matvæðir fyrir  
þúsundum gesta.



**The Sydney Morning Herald**  
**Slow Foodie backs  
fast food protest**

Paul Binby  
URBAN AFFAIRS  
A CAMPAIGN against the  
construction of a McDonald's

**SYDNEY INTERNATIONAL  
FOOD festival**



CAPITAL.BG

**Консумирай отговор!**  
Храни се бавно, мисли еко!  
акцентите на Salone Del Gust

**Walfadjri**

**Les Sénégalais invités à préserver  
leur patrimoine gastronomique**

**인터넷 환경일보**  
한국전통음식, 희망을 보았다  
2010 테라마드레, 이탈리아의 슬로푸드 현장

