



# Salone Internazionale del Gusto

# Terra madre

Torino • Lingotto Fiere • 23-27 ottobre 2014



## Tutti a bordo! Arriva l'Arca del Gusto

[slowfood.it](http://slowfood.it)

Conference Programme

Official Partner



Sostiene Fondazione Terra Madre e Slow Food

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## THURSDAY 23

### 10 am – Sala Slow Fish

#### *Welcome*

- Welcoming and orientation at the Slow Fish Space
- Free roaming in the fair

### 11 – 12.30 am - Sala ITM Network

#### *IFAD and Slow Food: Peru*

Translations: English, Spanish, Italian  
 Slow Food activities (mapping, Ark of Taste, future Presidium) in Colca Valley, Peru, within the IFAD Small Grant activities

### 11 – 14 am – Honey Bar

#### *Honey Check-in*

Reception and appraisal of honey samples offered to the Honey Bar by Terra Madre's friends from all over the world

### 11.30 – 12.30 am – SFYN Stand, Oval

#### *Talk - A Global Network of Young Leaders – Edie Mukiibi*

We have big ambitions for the future of the Slow Food Youth Network. In this kick-off, Yvonne, Francesco and Joris will explain what they will be offering during Terra Madre/ Salone del Gusto 2014, and how you can participate. Slow Food Vice-President Edie Mukiibi will remind us of the necessity of a strong global network of young producers, chefs and other food lovers.

### 11.30 am - Biodiversity House

#### *Policy Change Through Philanthropic and Civil Society Innovation*

The 2014 USA Farm Bill delivered two important political victories: incentives for consumers to purchase fresh fruits and vegetables at farmers' markets and new support for expanding school activities. This represents a strategic move to reverse the course of American policy and raise public awareness about healthy eating. But how did this change occur? The W.K. Kellogg Foundation's Linda Jo Doctor and Michigan State University's Gail Imig will join the Fair Food Network's Oran Hesterman to present how philanthropic investments in creative nonprofits can set the stage for field-testing bold ideas to bring systemic changes to the public policy.

### 11.30 am - Earth Workshop

#### *Gardens According to Slow Food*

What distinguishes a Slow Food garden? Compare experiences the world over, from 10,000 Gardens in Africa to Edible Schoolyards in the United States.

### 12 noon – Sala Arancio

#### *Rules for Everyone: Quality Agriculture Protects our Health and the Environment*

While we wait for cultures to slowly but surely change and become sustainable, three municipalities from Trento have changed their policies to avoid further damages from chemical pollution from agriculture. This small yet practical and efficient step can be easily copied and will be illustrated by the three mayors involved, in hopes that other policy makers from Italy and Europe will follow their example.

Chaired by **Walter Nicoletti**, journalist *Buonagricoltura* With

**Geremia Gios**, Mayor of Vallarsa, Trento  
**Adriano Marini**, Mayor of Malosco, Trento  
**Gilberto Zani**, Mayor of Cavareno, Trento  
**Giuliano Pezzini**, Convivium Leader Slow Food Terre del Noce



### 12 noon – Sala Azzurra

#### *In the Beginning It Was a Seed*

The discussion of food sovereignty, or rather the ability to decide what gets eaten and grown, also affects the issue of seeds. Europe needs a law that protects traditional varieties, one that allows small-scale farmers and breeders to continue to practice their trade and retain their dignity on the market. Consumers are gradually educating themselves on food quality, but will we ever be fully informed on these issues? Do those who buy food or tend gardens know which seeds to choose? An orientation on agricultural and food principles.

*This conference is organized as part of the project “More and better Europe” with the contribution of the European Union and the Ministry of Foreign Affairs and International Cooperation.*

Chaired by **Cinzia Scaffidi**, Slow Food Studies Centre  
Introduction by **Francesco Petrelli**, spokesperson at  
Concord Italy

With

**Roberto Schellino**, farmer, People’s campaign for small-scale farming and Italian Committee for the International Year for Family Farming

**Andrea Ferrante**, AIAB Associazione Italiana per l’Agricoltura Biologica and European Coordination of Via Campesina

**Jaqueline Arriagada Villega**, National Director of ANAMURI Asociación Nacional de Mujeres Rurales e Indígenas, Chile

**Béla Bartha**, Director of the foundation ProSpecieRara, Switzerland

**Klaus Rapf**, board member of the association Arche Noah, Austria

**Giampaolo Cantini**, General Director Development Cooperation, Ministry of Foreign Affairs and International Cooperation of Italy



### 12 noon – Sala Blu

#### *Agricultural Beer (conference with tasting)*

The strongest and most common ancient alcoholic beverage in the world was created from ingredients obtained through agriculture. “Agricultural beer” is, by law, one that is made with at least 51% ingredients produced by the company itself. What’s the difference? Let’s taste some and find out!

Tasting guided by **Luca Giaccone**, editor of the *Guida alle birre d’Italia 2015*

Chaired by **Eugenio Signoroni**, Slow Food Italy  
With

**Teo Musso**, Baladin artisanal brewery

**Marco Tamba**, La Mata agricultural brewery

**Giuseppe Olivero**, professor of hop cultivation, Istituto Agrario Fossano

**Carlo Eugenio Fiorani**, farmer Azienda Agricola Castelverde

**Antonello Ghidoni**, AgriBirrificio La Morosina

### 12 noon – Sala Agricoltura Familiare (Sala Rossa)

#### *Family Farming and Climate Change*

Producing food without negatively impacting upon the planet or, better still, to help reverse current circumstances is possible when both institutions and citizens work together and support models of agriculture that respect the environment. Consumer-driven rather than market driven family farming can actively prevent global warming for the good of everything that lives on Earth.

*This conference is organized as part of the project “Table for 9 Billion” with the contribution of the European Union.*

Chaired by **Luca Mercalli**, President of the Italian Meteorological Society  
With

**Jean Philippe Beau Douezy**, founder Eco-centre Le Bouchet, France

**Vicky Rateau**, Economic Justice Campaign Manager Oxfam USA

**Grammenos Mastrojeni**, Coordinator, Italian Development Cooperation for Environment, Academy and Decentralized Cooperation, Ministry Foreign Affairs and International Cooperation

**Silvia Sinibaldi**, Caritas Europe

**Camilo Zaccarini Bonelli**, the National Rural Network, MIPAAF Ministry of Agricultural Food and Forestry Policies

### 12.30 – 2 pm – Sala ITM Network

**Topic: Indigenous Peoples and the UN**

Translations: English, Spanish, Portuguese  
Chair/Moderator: **Adolfo Brizzi** (IFAD)

Speakers:

**Myrna Cunningham Kain** - Indigenous Advisor to the WCIP/PGA and former Chair of the UN Permanent Forum on Indigenous Issues

**Antonella Cordone** – IFAD Co-ordinator for Indigenous and Tribal Issues

**Stefano Padulosi**, Bioversity International

**Ol-Johan Sikku**, SF Sámi

**Roba Bulga**, SF Ethiopia

### 1-2 pm SFYN Stand

**Silent Debate Club**

A very simple idea, for one or two hours every day we'll make room in a corner of the stand where one moderator and three participants provided with 1 microphone and a headset each can have a 20-minute 'silent debate' on a topic that we provide. The moderator is there to start up and lead the discussion.

### 1.30 pm - Biodiversity House

**The Ark of Taste Docks in Iceland**

A journey to discover skyr (a traditional creamy cheese and Icelandic staple), salt made with geothermal energy, traditional dried fish and the Icelandic goat: a race which arrived on the island more than a thousand years ago.

Tasting included

### 2 – 3 pm - Honey Bar

**Honey Tasting Workshop**

"Mono-floral types of honey" (Organized by AMi-Ambassadors of Honeys' Association)

### 2 – 5 pm – Sala Slow Fish

**Knowing each other**

- Introduction and sharing of the purpose and expectations of our meeting, as well as the program:

**Michèle Mesmain**, coordinator of the *Slow Fish* campaign

- Exchanges among participants

### 2 pm - Earth Workshop

**Biodiversity Between Conservation and Enhancement**

The Podolica is a cuttle breed that has ancient origins, famous for its high quality meat and milk, of which today there are only 2,500 left. This led to a project in 2013 co-funded by the Rural Development Program of Calabria, in collaboration with the University of Naples. The project strives to protect this local breed and its ecosystem. Let's see the results so far.

### 2.30 – 4 pm – SFYN Stand, Oval

**Workshop – Organizing a Slow Food Youth Academy – Joszi Smeets & Dionne van Zijl**

For over five years the Slow Food Youth Academy has proved itself as a great way of connecting a large diversity of ambitious young professionals to a shared future and a better food system. Interested in organizing an academy of your own? At this workshop Joszi & Dionne will help you work out a basic plan to get started in your city, region or country.

### 2.30 – 4 pm – Sala ITM Network

**Topic: Communications**

Translations: English, Spanish

Chair/Moderator: **Bassem Khalifa**, Egypt

Speakers:

**Survival International**

**Namrata Bali**, India

**Jennifer & Bao**, PNG

**Themba Chauke**, South Africa

From the floor:

**Selvi Nanji** – India

### 2.30 pm - Biodiversity House

**The Ark of Taste Docks in Asia - Oceania**

We'll discover some of the most interesting Asian Ark of Taste products, from India, Japan and Korea, explore their places of origin and meet their producers.

### 3 pm – Sala Azzurra

**Eating City: A Different Idea of a City**

Over half the world's population today lives in urban areas. We can therefore no longer ignore the way in which cities feed themselves or how they will feed themselves in the future. The Eating City project promotes a form of urban agriculture that can also be a system of economic and social development.

Chaired by **Andrea Pezzana**, Director of dietetics and clinical nutrition, San Giovanni Bosco hospital of Turin With

**Maurizio Mariani**, President of Risteco consortium

**Mariachiara Giorda**, University of Turin

**Chang Tianle**, organizer of Beijing Farmers Market, China

**Robin Gourlay**, Food and Drink Policy, Government of Scotland

**Kai Victor Hansen**, University of Stavanger, Norway and Délice Network of good food cities of the world,

France

**Alberto Arossa**, Slow Food Italy

### 3 pm – Sala Agricoltura Familiare (Sala Rossa)

#### 10,000 Gardens for Africa's Future

Why is Slow Food helping to plant gardens in Africa? Because a garden tended by a family, school or community can guarantee food security, the protection of biodiversity and the preservation of culture. Supporting small-scale agriculture on the continent of Africa can provide poverty-stricken communities with a tool for building their own futures.

*This conference is organized as part of the project "Oltre Rio +20- [www.seminailcambiamento.org](http://www.seminailcambiamento.org)" with the contribution of the Ministry of Foreign Affairs and International Cooperation.*

Chaired by **Serena Milano**, Slow Food Foundation for Biodiversity

With

**Carlo Petrini**, President of Slow Food

**Lapo Pistelli**, Vice-minister Foreign Affairs and International Cooperation of Italy

**John Kariuki**, Vice-President of Slow Food Foundation for Biodiversity, Kenya

**Gladman Chibememe**, National coordinator of 10,000 Gardens in Africa, Zimbabwe

**Mohahed Abdikadir Hassan** (Mudane), national

coordinator of 10,000 gardens in Africa, Somalia

**Dounia Bennani**, chef, Slow Food Alliance between Chefs and Small-scale Producers, Morocco

**Themba Austin Chauke**, South African student at University of Gastronomic Sciences of Pollenzo

### 3 pm – Sala Gialla

*Lectio Magistralis. Luca Mercalli, President of the Italian Meteorological Society*

Does climate influence the garden, or vice versa?

### 3 pm – Sala Arancio

#### From Soil Health to Consumer Health

All products, even animal-derived ones, that start with soil that is well-tended and rich in microbial biodiversity, thus provide much needed microflora to the consumer, can prevent many illnesses generally attributed to an unhealthy diet, which are subsequently dealt with in vain, for example with food supplements.

Chaired by **Sergio Capaldo**, Slow Food Presidium Piedmontese Cattle and veterinarian at the associazione *La Granda*

With

**Maria Caramelli**, F.F. General Director of Veterinary Medical Research Institute for Piemonte, Liguria and Valle D'Aosta

**Giusto Giovannetti**, owner Environment Park C.C.S. Aosta Srl

**Alberto Bruno**, diabetologist, San Giovanni Vecchio hospital of Turin

**Javier Fernández-Salvador Pérez**, San Francisco de Quito University, Ecuador and Oregon State University, USA

### 3 pm – Sala Blu

#### Origin, Diversity and Territory

This conference will present the conclusions of a Forum to be held in Turin October 21st and 22nd, which aims to facilitate collaboration between institutions, producers and local actors and explore new schemes and methods of the use for indication of origin and brand quality, while safeguarding resources and regional diversity. The exchange between the public and Terra Madre producers represents a fundamental point in the journey. In the next few years, the Forum plans to increase its focus on family farming and small-scale production.

Chaired by: **Guillén Calvo**, Diversity & Development, Morocco

With

**Dominique Barjolle**, FiBL Research Institute of Organic Agriculture, Switzerland

**Florence Tartanac**, Rural Infrastructure and Agro-Industries Division, FAO Food and Agriculture Organization, United Nations

**Fabio Russo**, Senior, UNIDO United Nations Industrial Development Organization

**Claudia Ranaboldo**, Researcher, RIMISP DTR-IC Program, Latin American Center for Rural Development

**Claudia Serrano**, representative of Chile at OECD, Organization for Economic Cooperation and Development

### 3 – 5 pm – Honey Bar

#### Which is the best honey of the world? It's mine!

A comparison among different honey cultures around the world

Speakers: **Lucia Piana** and **Paolo Faccioli**

### 4.00 pm - Biodiversity House

#### The Transparency Revolution

Slow Food is proposing a new labeling system, which represents a small but important revolution to the world of food product communication. The narrative label goes beyond the legally required information, offering specific details regarding the producers, plant varieties or animal breeds, farming and cultivation techniques, animal welfare and the place of origin. Slow Food is partnering on this project with Alce Nero, a brand that unites over a thousand farmers and beekeepers around Italy.

*Conference made possible thanks to the support of the European Union*

### 4.30 pm - Earth Workshop

#### *Small-Scale Producers and Food Safety Regulations*

Food hygiene and product safety are issues as important as they are complex, particularly for small-scale artisanal producers. How can we find the right balance?

*Conference made possible thanks to the support of the European Union*

### 5 – 6 pm – Honey Bar

#### *Film: The Canticle of the Bees*

Produced by Unaapi – Italian Beekeepers Association  
English subtitles

### 5 – 6 pm – SFYN Stand, Oval

#### *Talk – Slow Camp and Expedições: Sharing Ideas Across Borders – Laura Rosano & Bernardo Simões*

For the last two years Uruguayan chef Laura Rosano has organized a Slow Food Camp to connect ideas and actions aimed at creating a better food system during a long weekend at her farm. At Slow Camp 2014, over a hundred people with six different nationalities attended to discuss local and global food issues. In the same period, Bernardo Simões has been working to show some of the most undiscovered area of Brazil in a gastronomic way. On the 23rd Laura and Bernardo will tell us more about what these projects can mean for South America and the rest of the world

### 5 – 6 pm – Sala Slow Fish

*Presentation of the Waddenzee Presidia and the Presidia of Natural Oysters of Brittany.*

### 5 – 6.30 pm – Sala ITM Network

*Topic: Nutrition Security (SALA ITM Network)*

Translations: English, Russian, Spanish

Chair/Moderator/Speaker: **Danny Hunter** – Bioversity International

Speakers:

- **Esmá Khalilova**, Ukraine
- **Dharmen Gabil Momin**, India
- **Diana Luque**, Mexico
- **Jennifer Baing**, PNG

### 6-7pm SFYN Stand

#### *Three foods to save the world*

With over 1100 producers from all over the world, Salone del Gusto and Terra Madre is one of the biggest food fairs in the world. Unfortunately though, it's almost impossible to have a closer look at all the products there because there are simply too many. So, what would be nice would be to link different people (3 random delegates plus 2 people that they need to find on the day of the activity inside the event) for 2/3 groups that will go all around the event and bring back to the stand the 3 foods that, in their opinion, will save the world and present it to an audience. Not only environmentally but also in terms of taste, quality and difficulty of production.

### 6 – 9 pm – Honey Bar

#### *Contest*

Thousands of honeys, Thousand Flowers Honey  
(Organized by Italian Honey Observatory)

### 6 pm – Sala Blu

#### *Lectio Magistralis. Claudia Roden, Co-President of the Oxford Symposium on Food and Cookery*

Gastronomic heritage in the Mediterranean basin.

### 6 pm – Sala Azzurra

#### *Slow Food Presidia in Space*

Who said astronauts have to nourish themselves with food in the form of pills? *Argotec*, the only European company authorized to produce food for astronauts by the European Space Agency has chosen four Slow Food Presidia legumes based on their nutritional properties, which will be eaten by Samantha Cristoforetti, the first Italian woman to spend six months on the International Space Station. A healthy diet is just as essential for someone who lives in extreme conditions as it is in our daily lives.

Chaired by **Silvia Ceriani**, Slow Food

With

**Andrea Pezzana**, Director of dietetics and clinical nutrition, San Giovanni Bosco hospital of Turin

**Davide Avino**, Managing Director of Argotec engineering services

**Stefano Polato**, Space Food chef at Argotec engineering services

Live Skype conference with:

**Samantha Cristoforetti**, Astronaut for the ESA



## 6 pm – Sala Agricoltura Familiare (Sala Rossa)

### *Our Daily Waste*

What kind of production model has led to the levels of food waste we are currently witnessing? How can we, as a worldwide community, change our course? First of all, we need to understand that when we waste food, we are not only wasting money, but also time, energy, and environmental and intellectual resources.

*This conference is organized as part of the project “Oltre Rio +20- [www.seminailcambiamento.org](http://www.seminailcambiamento.org)” with the contribution of the Ministry of Foreign Affairs and International Cooperation.*

Chaired by **Ursula Hudson**, President of Slow Food Deutschland

With

**Francesco Mele**, Slow Food Italy

**Franca Braga**, editor, health and nutrition section, *Altroconsumo* monthly

**Anne-Laure Gassin**, Directorate-General for Health and Consumers, European Commission

**Stig Tanzmann**, political agriculture and rural development consultant, Brot für die Welt, Germany

**Cristiano Maggipinto**, General Director Italian Development Cooperation, Ministry for Foreign Affairs and International Cooperation of Italy

**Clementine O'Connor**, UNEP Sustainable Food Systems Program, United Nations

## 6 pm – Sala Gialla

### *Cultivate Biodiversity to Nourish the Planet: Slow Food at Expo 2015*

Without biodiversity, feeding the planet's population will be impossible. At Expo 2015, Slow Food will talk about this simple but vital concept. Through stories, tastings and encounters, the audience will become impromptu actors, capable of influencing the future of food, agriculture and the planet itself, all through their own daily choices.

*This conference is organized under the project “Table for 9 Billion,” with the contribution of the European Union.*

Chaired by: **Roberto Burdese**, Honorary President of Slow Food Italia

With

**Carlo Petrini**, President of Slow Food

**Giuseppe Sala**, General Director of Expo 2015

**Giosuè De Salvo**, spokesperson of the Expo of the Peoples assembly

**Sara El Sayed**, International Councilor for Slow Food Egypt

## 6.30 – 9 pm – Sala ITM Network

### *Indigenous Voices / Videos*

This session is to provide a free space and platform to our indigenous delegates to tell us their story on any topic that is important to them. There will be a sign up sheet (along with the daily program) outside the Indigenous Terra Madre Network Room everyday – where indigenous delegates can sign up for this session. If there are no speakers for any given session, we will play a collection of videos.

### 6.30 pm - Biodiversity House

#### *The Ecological Impact of Presidia*

Does the production of Presidia consume more or less environmental resources than intensive industrial production? Indaco2, a spin-off from the University of Siena, has measured the environmental impact of six Slow Food Presidia and compared the data with the conventional production of similar products. During the conference we will share the experiences of some of the farmers who participated in the project.

*Conference made possible thanks to the support of the European Union*

### 6.30 pm - Earth Workshop

#### *Happy Birthday Pausa Cafè*

Producers of Huehuetenango Highland Coffee Presidium in Guatemala, and those involved in the development of this social co-operative tell us the story of Pausa Cafè and Slow Food. A unique experience.

### 8.30 pm – Sala Azzurra

#### *Film: El lugar de las fresas*

With the participation of the film's director Maite Vitoria Daneris and the leading actors.

### 8.30 pm – Sala Gialla

#### *Film: In grazia di Dio*

With the participation of the film's director Edoardo Winspeare.

## 9 pm – Sala ITM Network

### *Indigenous Music*

We invited all indigenous delegates to bring their instruments, as they will have this space for their music and any other cultural activity.

**Free admission while seats last**

## FRIDAY 24

### 10 am – 1 pm – Sala Slow Fish

#### *Recognizing and responding to the dominant narrative*

The main challenge fishing communities have identified today is the “enclosure” of the oceans (dispossession of community rights and access to the ocean and ocean resources) and the misleading story about fisheries that justifies it. This workshop addresses the need to recognize, analyze and oppose this phenomenon.

**Presentations** covering different aspects of the dominant narrative will last 10mn, followed by 20 minutes of discussion for every aspect.

- Privatization of fishing rights: *Seth Macinko, academic, marine affairs, USA*
- Fisheries and MPAs: *Magnus Johnson, marine biologist, UK*
- Aquaculture: *John Volpe, marine biologist, Canada*
- Ocean Grabbing: *Carsten Pedersen, Masifundise, South Africa*

### 11 – 12.30 am – Sala ITM Network

#### *Topic: Indigenous Peoples - Custodians of Sustainable Food Systems*

Translations: English, French, Spanish

Chair/Moderator: *Phrang Roy - The Indigenous*

Partnership for Agrobiodiversity & Food Sovereignty

Speakers:

- Yon Fernandez Larrinoa, FAO
  - Pauline Terbasket - Okanagan, Canada
  - Moko Morris, New Zealand
  - Kivalina, Alaska
  - Roumar Ould Sidi, Burkina Faso
- From the floor:
- Debjeet Sarangi, India
  - Li Minguo, China

### 11 – 1 pm – Honey Bar

*Projection of educational video: “Beekeeping in Africa”*

With

**Moreno Borghesi** – Conapi

**Zerihun Dessalegn** – Ethiopian Honeys Network Project

**Roba Bulgajilo** – Slow Food Ethiopia’s Coordinator

Produced by TripodPhoto

In Collaboration with Emilia – Romagna Region, within a decentralized cooperation project by Parma per gli Altri, Modena per gli Altri, Slow Food Conapi



### 11.30 – 12.30 am – SFYN Stand, Oval

#### *Talk - Slow Food for Social Gastronomic Movement Opportunities – David Hertz*

Can we stimulate social inclusion through food? Chef, professor and social entrepreneur David Hertz has been working with young adults from Brazil’s most difficult neighbourhoods to help them enter the hospitality field and become productive and confident members of their society. His long-term goal is to create a worldwide network of people and organizations that use food to train and create opportunities for disadvantaged people. David comes to Terra Madre with an ambition to connect, discuss and start creating a taskforce to eventually reach a million people in the next years. We encourage all likeminded people to attend this inspiring lecture.

### 11.30 am - Biodiversity House

#### *All for One: A Network of Basque Presidia*

The Basque Country has been successfully working to restore value to its landscapes, gastronomy and cultural identity. A concrete example of this extraordinary success is Amalur, a group of seven farming associations, each dedicated to safeguarding local breeds or varieties. To reinforce their efforts, seven different Presidia have been created, protecting the Manech Tête Noire sheep, the Txerrikoa Basque pig, local varieties of apples, the Itxassou cherry, the Basque sweet red pepper, Basque Pyrenees traditional sheep’s cheese and Grand Roux corn. Tasting included

### 11.30 am - Earth Workshop

#### *Discovering Slow Food Presidia in Korea*

In Korea the snail is gaining ground. The Slow Food Foundation for Biodiversity has created four new Korean Presidia: Purerun Kong Soybean Paste, Don Tea, Yeonsan Ogye Chicken and Ulleung Island Sanchae. All of which are just waiting to be discovered.

## 12 noon -Sala Blu

*From the Apennines to the Alps: the Mountains Write the Future.*

The project L'appennino che verrà (The Apennines To Come) was launched by Slow Food Italy in 2013 with the summoning of the Stati Generali delle Comunità dell'Appennino and focuses on the key role of these internal areas for the future of environmental, economic and social sustainability of the country. The characteristics of these territories are similar to those of the Alpine areas; for this reason, the project is looking to expand and involve the Alpine community. Mountains meet mountains, an encounter which is less stationary than widely believed.

Chaired by **Sonia Chellini**, Vice-President of Slow Food Italy  
With

**Angelo Giovanazzi**, coordinator of the Italian project Healthy and Sustainable Products from the Mountains  
**Stefano Fogacci**, Slow Food Presidium Modenese White Cow

**Valeria Gallese**, Damiani Ovidio livestock farm and Slow Food Abruzzo

**Francesco Sabatini**, linguist and historian of the Apennines

**Enrico Camanni**, Sweet Mountains project of Dislivelli to promote responsible tourism

**Ricardo Finelli**, author of *Appenninia, viaggio nella terra di domani*

## 12 noon – Sala Agricoltura Familiare (Sala Rossa)

*Family Farming Against Hunger and Poverty*

Worldwide more than 500 million small-scale, family-run farms produce the food that we eat. In developing countries, family farming supplies 80% of the food supply. Meanwhile, large-scale production focuses solely on market needs, rather than on protecting our daily food, particularly that of poorer populations. It is time we acknowledged these key differences.

*This conference is organized as part of the project "Oltre Rio +20- [www.seminailcambiamento.org](http://www.seminailcambiamento.org)" with the contribution of the Ministry of Foreign Affairs and International Cooperation.*

Chaired by **Danielle Nierenberg**, President of Food Tank  
*Introduction by Elisa Bacciotti, Advocacy and Campaign Director, Oxfam Italia*

With

**Carlo Petrini**, President of Slow Food

**Don Bruno Bignami**, instructor of Moral Theology and President of the Foundation Don Primo Mazzolari

**Benjamin Bellego**, Fondation de France and EFC European Foundation for Family Farming initiative, Belgium

**Adolfo Brizzi**, Director of the Policy and Technical Advisory Division IFAD

**Soledad Barruti**, author of MALCOMIDOS: Cómo la industria alimentaria argentina nos está matando, Argentina

**Roberto Ridolfi**, Director of Directorate General for Development and Cooperation EuropeAid, European Commission

**Anshuman Das**, Welthungerhilfe (World Hunger Aid), India

**Humberto Oliveira**, Director of Institutional Relations, Slow Food Brazil

## 12 noon – Sala Gialla

*Lectio Magistralis. Maurizio Pallante, President of the Movimento per la Decrescita Felice (Movement for Happy Degrowth)*

The paradoxes of researching infinite growth on a finite planet: When the economy betrays itself.

## 12 – 12.15 noon – Sala Slow Fish

*Coffee Break with the coffee of the Ibo Presidia, cultivated by fishers from Mozambique*

## 12.15 – 1 pm – Sala Slow Fish

*Collective discussion* on possible avenues to understand and strengthen the case against ocean grabbing. Ex: Honing in the narrative language and building a library of case studies.

## 1 – 1.30 pm – Sala Slow Fish

*Presentation of the Bottarga Presidia from Mauritania and Tuscany, and the salt project.*

## 1 – 2.30 pm – Sala ITM Network

*Topic: Taste Innovation*

Translations: English, Portuguese, Spanish  
Chair/Moderator: **Franco Lee**, USA

Speakers:

- Ben Reade, Scotland
- Joel Basumatari, India
- Roushanna Gray, South Africa
- Oswaldo Nery and Taina Godinho, Brazil
- Helianti Hilman, Indonesia

From the floor:

- Pat Torres, Australia

## 1 – 3 pm – Honey Bar

*Urban beekeeping meeting and tasting of urban types of honey*

With

**Katrine Klinken** - Copenhagen

**Peter James** - London

**Claudio Porrini** - Bologna

**Monica Vercelli** - Turin

Followed by a video especially shot by Terry Oxford (San Francisco) for Terra Madre 2014, and a video by Oliver Darnè about the Honey Bank (Paris)

## 2 pm - Biodiversity House

*Discover Slow Food Presidia in Belgium*

Discover the rare authentic version of Herve cheese, made with raw milk, and Hesbaye and Land of Herve Artisanal Syrup made from apples and pears.

Tasting included

## 2 pm - Earth Workshop

### *Slow Beans*

Legumes are a possible solution for the pressing need to reduce the consumption of beef. Producers from around the world will describe the extraordinary variety of beans, lentils, chickpeas, peas and more...

## 2.10 pm - Sala Blu

### *"Spazio" lands at Eataly Rome - Press conference*

Niko Romito and Oscar Farinetti present the new partnership that will bring the restaurant from Niko Romito's training school to the third floor at Eataly Rome.

## 2.30 – 5.30 PM – Sala Slow Fish

### *Strategy of the commons*

Identifying elements that can help build a new narrative of fisheries and resist current trends: Reconnecting fishers and consumers, educating about marine complexity and the food web, communicating the diversity of fishing cultures, traceability, campaigning, encouraging multi species fisheries and co-management institutions, impacting on legislation, sharing knowledge, and mobilizing the population.

## 2.30 – 3.10 pm – Sala Slow Fish

### *Networks and engagement*

Diversifying and strengthening local and global alliances. Fishing organizations (WFFP, WFF, ICSF), FLC, youth organizations, local community businesses such as microbrewers, other people linked to common resources such as students, shepherds, mountain people. *Introduction: Naseegh Jaffer and Juan Carlos Cardenas*

## 3 – 4 pm – Honey Bar

### *Discovering Indonesia's Honey and Beekeeping*

Followed by honey tasting

## 3 – 4 pm – SFYN Stand, Oval

### *Talk – Biodiversity Activism: How to Build Bricks of*

### *(Bio) Diverse Food Systems – Ludovico Rocatello*

Biodiversity has always been the main Slow Food theme, but is it still a priority? How does it involve food activists? Does it also involve people living in cities or is it just an issue for rural areas? And moreover: how can we talk about that? What are the experiences from the network and how do they affect the Slow Food movement? Biology, culture, ecology and landscape are just some of the elements that shape the concept of food diversity. We will explore them through stories of producers, activists and communities from the Terra Madre network.

## 3 pm – Sala Blu

### *Systemic Event Planning and the Slow Pack 2014 Prize*

Slow Food is dedicating evermore thought and effort to putting on events with low environmental impact, thanks to collaborations with companies and universities and the involvement of exhibitors and visitors. During Salone, the "Slow Pack 2014" prize will be awarded to highlight different forms of eco-friendly packaging in the primary, secondary and tertiary sectors.

Chaired by **Luca de Nardo**, journalist, com.pack magazine

With

**Franco Fassio**, University of Gastronomic Sciences of Pollenzo

**Gunter Pauli**, President of Novamont

**Cristiana Peano**, University of Turin

**Laura Orestano**, Director SocialFare center for social innovation

**Carlo Montalbetti**, Director of Comieco national recycling consortium

## 3 pm – Sala Azzurra

### *When Land Heals*

Farming, cultivating and raising all require connecting with other living things. For this reason, farming can serve as a source of well-being and social inclusion and can represent a working instrument for health and freedom for everyone. This conference is dedicated to various experiences of social agriculture, particularly where disadvantages become advantages and resources.

Chaired by **Giuseppe Orefice**, President of Slow Food Campania

With

**Andrea Olivero**, Vice-minister, MIPAAF Ministry of Agricultural Food and Forestry Policies

**Nicola Corti**, Secretary general of the foundation UMANA MENTE

**Fabio Comunello**, social farm Conca d'Oro, Bassano del Grappa

**Marco Crippa**, Cooperativa Sociale OIKOS, Bergamo

**Francesca Giarè**, INEA National Institute of Agricultural Economics

**Sauro Testi**, Cooperativa Sociale Koinè, Novate Milanese

**Mario Cuccia**, President of Agricola San Felice S.p.A

**Paolo Leggero**, psychiatrist and President of Cooperativa Sociale Interactiva

**Massimo Fiorio**, Vice-President, Agriculture Commission, Italian Chamber of Deputies

### 3 pm – Sala Agricoltura Familiare (Sala Rossa)

#### *Animal Welfare: The Pleasure of Respecting Rights*

Animal husbandry and animal welfare are inextricably linked with ethical, political, economic and social issues. What to know and how to produce and consume animal products that are ethically and culturally sustainable.

Chaired by **Piero Sardo**, President of the Slow Food Foundation for Biodiversity  
With

**Silvio Greco**, University of Gastronomic Sciences of Pollenzo

**Elisa Bianco**, Compassion in World Farming

**Andrea Gavinelli**, Directorate General for Health and Consumers, European Commission

**Daniela Battaglia**, Food and Agriculture Organization of the United Nations

**Joe Maxwell**, Vice-President of The Humane Society International

**Annechien Ten Have-Mellema**, breeder and member of the Expert group on alternatives to surgical castration of pigs, Netherlands

**David Pritchard**, Consultant in Animal Welfare Science and Practice, UK

### 3 pm – Sala Gialla

#### *Cooking to Spread Awareness*

Cooking - and teaching how to cook - is much more than one would think. If cooking and communicating can manage to connect the environment, production methods and living beings and if these three pillars are given full consideration, cooking can become a platform to spread awareness, communicate politically and enlighten people.

Chaired by **Corby Kummer**, journalist, *Atlantic Monthly*, USA

With

**Jamie Oliver**, chef and food activist, UK

**Alice Waters**, Vice-President of Slow Food and founder of Chez Panisse Restaurant and the Edible Schoolyard project, USA

**Carlo Petrini**, President of Slow Food

### 3 pm - Biodiversity House

#### *The Ark of Taste Docks in Africa*

Together we will discover some of Africa's fascinating and unique Ark of Taste products, from the Maghreb and sub-Saharan African countries like South Africa and Madagascar, discovering their places of origin and meeting their producers.

### 3.10 – 3.50 pm – Sala Slow Fish

#### *Reconnecting communities and building new markets (consumer/citizen)*

Community Supported Fisheries, through chefs and Restaurant Supported Fisheries, local events, universities and hospitals. *Introduction: Dave Adler,*

*Spencer Montgomery, Lucio Cacao*

### 3.30 – 4.30 pm – Sala ITM Network

#### *IFAD and Slow Food: Sao Tome*

Translations: English, Portuguese, Italian

Discussion on coffee and chocolate products from Sao Tome

### 3.50 – 4 pm – Coffee Break

### 4 -5 pm – Sala Slow Fish

#### *Governance and Policy*

Impacting legislation and getting fishers engaged in decision processes

- Engaging on national policies. *Introduction: Brett*

*Tolley and Naseegh Jaffer, fleet diversity and South African policy*

- Small-Scale Fisheries Guidelines: *Carlos Fuentesvilla, FAO, on the implementation process of Guidelines*

- Promoting local governance / co-managements

models. *Introduction: Antonio Garcia Allut and Bertrand Cazalet, os Minarzos reserve and Mediterranean Prud'homie*

- Advocating against mega-projects on land and water. *Introduction : Enda Connely*

### 4 – 5 pm – Honey Bar

#### *Documentary: "Ethiopian types of Honey"*

With

**Zerihun Dessalegn** – Ethiopian Honeys Network Project

**Roba Bulgajilo** - Slow Food Ethiopia's Coordinator

Produced by TripodPhoto, in collaboration with Emilia-Romagna Region, within a decentralized cooperation project by Parma per gli Altri, Modena per gli Altri, Slow Food, Conapi. Followed by a tasting of Ethiopian honey



#### 4 pm - Biodiversity House

##### *Salt Producers Go Slow in Mauritania*

The Imraguen Women's Mullet Botargo Presidium, which involves 280 women, lacks a local supply of just one ingredient: salt. Though local salt is plentiful, it is unsuitable for botargo production, and so the Presidium has been using salt shipped in from Spain. This led to an idea: Why not create a local salt works, form a group of producers and produce high-quality artisanal salt in the Nouadhibou region? To implement this project, Slow Food is working with Mauritanie2000 (the NGO that works with the botargo producers) and Unvers-sel, a French NGO created by the producers of one of the world's most famous salts, sel de Guérande.

*The salt works have been created under the auspices of SA.SOL.NO, thanks to the contribution of the European Union*

Tasting included

#### 4 - 5 pm – SFYN Stand, Oval

##### **Debate - Good, Clean, and Fair Food, for Everyone? – Hosted by Keighley McFarland**

The Slow Food Youth Network stands for good, clean and fair food - but is this meant for everyone? Many SFYN-groups across the world are confronted with questions about affordability, elitism and inclusion. We will critically explore this issue in an interactive debate, SFYN-members representing different opinions will discuss (in a moderated debate) questions like:

“Should good products be available only to those who can afford them?”

“Should we be doing outreach to diverse communities?”

“Should SFYN be working on social issues, or are we here to bring people together who share our opinions on food?”

“Can we promote affordability for consumers and fair pay for producers at the same time?”

We will also talk about solutions for our work on the ground. Come join us to listen to the debate, contribute your ideas, and take some food for thought for your work at home

#### 4.30 pm - Earth Workshop

##### *What is the Future for Food in Europe?*

What kind of food system would you like to see in Europe? Discuss with EU decision makers and practitioners in an interactive conference setting. Slow Food encourages a holistic approach towards food policies. But how can we achieve that? This conference ties to the Slow Food Youth Network initiative ‘Het Eetcafé - The Future of Our Food’, aims to clarify the complexity of European food policies by bringing closer food producers and consumers.

*Conference made possible thanks to the support of the European Union*

#### 5:30 – 6:30 – Sala Slow Fish

##### *Meeting of the Okanagan salmon fishermen.*

#### 5 – 6 pm – Honey Bar

##### *Honey Tasting Workshop: “Mono – floral types of honey”*

Organized by AMi – Ambassadors of Honeys' Association  
With English subtitles

#### 5 – 6.30 pm – Sala ITM Network

Under Utilised Crops - Focusing on the Indigenous Millet Network  
Translations: English, French, Spanish

Chair/Moderator/Speaker: **Stefano Padulosi**, Bioversity International

Speakers:

- Augustin Dioh, Senegal
- Bablu Ganguly - India
- Nicola Ares Torres / Jorge Marques, Mexico
- Jeffrey Campbell, FAO
- From the floor:
- Prasert Trakansuphakon, Thailand
- Leo Robert, India

#### 6 – 7 pm – Honey Bar

##### *Movie: “The canticle of the Bees”*

Produced by Unaapi – Italian Beekeepers Association  
With English subtitles

#### 6 pm– Sala Blu

##### *Turin, Food Capital*

Events such as Salone del Gusto and Terra Madre and many others related to food play a significant role in the collective mentality of Turin and validate the city as a food hub on a regional, national and international level. The city is able to offer possible strategies and guidelines for economic, tourist and cultural development and inspire other cities.

Chaired by **Sergio Miravalle**, journalist *La Stampa*  
With

**Piero Sardo**, President of the Slow Food Foundation for Biodiversity

**Piero Fassino**, Mayor of Turin

**Egidio Dansero**, University of Turin

#### 6 pm – Sala Azzurra

##### *Lectio Magistralis. Tristram Stuart, creator of the campaign “Feeding the 5000”*

How to feed millions of people with food waste and other innovative, concrete ideas to deal with food waste.

## 6 pm – Sala Agricoltura Familiare (Sala Rossa)

### *How Much Water Do We Eat?*

92% of the water that we consume daily is hidden in our food. For example: to produce one kilo of coffee requires 18,900 liters of water; one kilo of beef requires 14,500 liters; one kilo of cheese requires 3,180 liters; and one kilo of apples requires 822. How can we collaborate better to take care of this essential property of life? Let's start by being more aware.

*This conference is organized as part of the project "Oltre Rio +20- [www.seminailcambiamento.org](http://www.seminailcambiamento.org)" with the contribution of the Ministry of Foreign Affairs and International Cooperation. In collaboration with WWF Italy.*

Chaired by **Lorenzo Berlendis**, Vice-President of Slow Food Italy

With

**Marta Antonelli**, King's College London and IUAV University of Venice

**Francesca Greco**, King's College London

**Eva Alessi**, Director of Sustainability, World Wildlife Foundation, Italy

## 6 pm – Sala Gialla

### *The Milan Protocol: Food Politics for 2015*

The Milan Protocol, an international agreement that aims to address the problem of sustainability in the food chain, is the steering document for Expo 2015 and beyond. How will we feed the planet? Reflections to answer this question will come from the industry, politicians, associations, producers and universities.

*This conference is organized as part of the project "Oltre Rio +20- [www.seminailcambiamento.org](http://www.seminailcambiamento.org)" with the contribution of the Ministry of Foreign Affairs and International Cooperation.*

Chaired by: **Fernanda Roggero**, chief editor at *Il Sole 24 Ore*

With

**Roberto Moncalvo**, President of Coldiretti

**Carlo Petrini**, President of Slow Food

**Riccardo Valentini**, Advisory Board of the BCFN Barilla Center for Food and Nutrition and author of the Milan Protocol

**Jamie Oliver**, chef and food activist, UK

**Marco De Ponte**, Director of Action Aid Italy

**Roberto Barbieri**, Director of OXFAM Italy

**Paolo Barilla**, Vice-President of the Foundation BCFN

## 6.30 – 9 pm – Sala ITM Network

*Indigenous Voices / Videos*

## 6.30 pm - Biodiversity House

### *The Dark Side of the Italian Tomato*

Web Documentary by Stefano Liberti and Mathilde Auvillain

In Ghana, the sale of Italian tomatoes at impossibly low prices is altering local markets and destroying the rural economy. In Italy, the tomato industry collects government subsidies while exploiting foreign workers for the harvest. This web documentary presents this dramatic and paradoxical case of dumping.

Chaired by: **Nicola Fiorita**, President of Slow Food Calabria

With:

**Mathilde Auvillain**: journalist and co-writer of the web documentary *The Dark Side of the Italian Tomato*

**Stefano Liberti**, author of *Land Grabbing: Journeys in the New Colonialism* and co-writer of web documentary *The Dark Side of the Italian Tomato*

## 6.30 pm - Earth Workshop

### *Towards Responsible Meat Consumption*

As long as we want to eat lots and spend little, farmers are encouraged to produce large quantities of poor quality meat. Animals are encouraged to gain weight at a dizzying pace, prompting them to grow at a speed that their bodies cannot sustain. This not only shortens their lives, but reduces their quality of life too. This is how cheap meat arrives at the market. Low price tags encourage us to fill our trollies and consume more, creating a vicious circle. The lower the cost of meat production through industrialized farming, the greater the cost to the environment, our health, animals, farmers and our food rights.

*This conference is organized under the project "Table for 9 Billion", with the contribution of the European Union*

## 7 – 9 pm – Honey Bar

### *Contest "Thousands of honeys, Thousand Flowers Honey"*

Organized by Italian Honey Observatory

## 8.30 pm – Sala Gialla

### *Theatrical play: Zuppa di latte*

Presented by Teatro degli Acerbi

## 8.30 pm – Sala Azzurra

### *Film: Natural Resistance*

Presented by director Jonathan Nossiter and wine producers in the film, with a tasting of natural wines.

## 9 pm – Sala ITM Network

Onwards - Indigenous Music



## SATURDAY 25

### 10.30 – 1.30 pm – Sala Slow Fish

*The web of life, from plankton to mountain*

Presentations will last 10 min, followed by 20 minutes of discussion for every aspect.

- No plankton, no fish: *Pierre Mollo, expert on plankton, France.*
- The marine food web, connectivity and modelling: *Magnus Johnson, marine biologist, UK*
- The importance of mangroves: *Lider Gongora, Ecuador, Henry Demba, Sénégal*
- All rivers run into the sea: *Tifenn Chuiton, oyster producer, Kevin Scrivner and Heather Pritchard, Salmon safe farms.*
- Alternative scientific ecosystem wealth assessments: *Patrice Francour, marine biologist, France*

### 11 – 12 am – SFYN Stand, Oval

*Indigenous Youth - An Introduction to Passionate Young Producers*

This event will be about meeting indigenous young producers from within the Slow Food network. Perception, visibility and rights of indigenous peoples are increasingly important to global organizations such as the UN, WHO and of course Slow Food. Looking forward to Indigenous Terra Madre 2015, we'd like to take the time to introduce a few young indigenous producers and Slow Food members to the rest of our network.

### 11 – 12.30 am – SFYN Stand, Oval

*Indigenous Youth*

Speakers:

Asia:

- Bibhudutta Sahu, India
- Ayu Chuepa, Thailand

From the floor:

- 1) Selvi Nanji, India
- 2) Munguntsetseg Erdenetugs, Mongolia
- 3) Aida Baimakova, Kazakhstan

Latin America:

- Dali Nolasco Cruz, Mexico

From the floor:

- Tainá Godinho, Brazil

Africa:

- Roba Bulga, Ethiopia

From the floor:

- John Kariuki Mwangi, Kenya

### 11 – 12.30 am – Sala ITM Network

*Topic: Food, Medicine & Spirituality*

Translations: English, Spanish, Portuguese

Chair/Moderator: **Myrna Cunningham Kain** -

Indigenous Advisor to the WCIP/PGA and former Chair of the UN Permanent Forum on Indigenous Issues

Speakers:

- Ester Wanjiku Mwangi – Kenya
- Tarin Chuladecha, Thailand
- Yushin Kim, South Korea
- Maria Irene Cardoso, Argentina
- Kaylena Bray, USA

### 11.30 – 1 pm – Honey Bar

*Round Table: "A journey through diverse types of honey from Latin America native bees"*

Speakers from: Beekeepers and Stingless bees breeders Community of Oberá (Argentina); Sierra Puebla Sierra Norte Native Bees Honey Presidium (Mexico); Sateré Mawé Native Bee Honey Presidium (Brazil); Stingless bees breeders Community of Maranhão, Rio Grande do Norte and Santa Catarina (Brazil); cooks from Slow Food Brazil.

### 11.30 am - Biodiversity House

*Quality Rice Network*

Techniques and advice to promote a global product, focusing on local varieties that protect the earth and encourage sustainability.

### 11.30 am - Earth Workshop

*New models for old cereals varieties: a comparison of local supply chains*

A look at the opportunities and challenges facing local supply chains (researchers, farmers, millers, bakers and pizza makers) in the production of bread, pizza, 'injara and couscous. We will discuss the evolution of wheat varieties, milling techniques, processing and leavening.

In collaboration with the Advanced Apprenticeship programme of the University of Gastronomic Sciences

### 12 noon – Sala Blu

*Lectio Magistralis. Memet Ali Alabora, actor*

Collective urban spaces: what they are and how they are protected, an example from Turkey.

### 12 noon – Sala Azzurra

*Memory Guides the Rebels*

To remember is to distinguish between past and present. To remember is to recover a quality of life constructed over time, in periods of crisis, in anticipation of new sparks for the renewal to come. The project of the University of Gastronomic Sciences of Pollenzo, Granaries of Memory, is one of the most important collections in living history of individual narrations of those who came before us and the wealth of their reasoning and affection of new forms of democracy and freedom.

Chaired by **Cinzia Scaffidi**, Director of the Slow Food Studies Centre

With

**Piercarlo Grimaldi**, Dean of the University of Gastronomic Sciences of Pollenzo

**Davide Porporato**, University of Piemonte Orientale

**Guido Turus**, author of *Bioresistenze, Cittadini per il territorio: l'agricoltura responsabile*

**Juha Pentikäinen**, University of Helsinki, Finland

**Cécile Kyenge**, Member of the European Parliament

### 12 noon – Sala Agricoltura Familiare (Sala Rossa)

*The Ark of Flavors to Save*

Industrial agriculture is drastically reducing today's variety of fruits, vegetables, grains, cheeses.... Everyone knows that the Bengal tiger needs to be saved, but the Itamba Cowpea from Kenya and the Kabog Millet from the Philippines are also precious and staples for the communities that grow them. The Ark of Taste is a living catalog of the immense heritage of biodiversity at risk of extinction and promotes the work of many local communities essential for preservation. And starting today the Ark will have a user-friendly tool, a new app by Google.

*This conference is organized as part of the project "Oltre Rio +20- [www.seminailcambiamento.org](http://www.seminailcambiamento.org)" with the contribution of the Ministry of Foreign Affairs and International Cooperation.*

Chaired by **Piero Sardo**, President of the Slow Food Foundation for Biodiversity

With **Carlo Petrini**, President of Slow Food

**Gastón Acurio**, chef, Peru

**Rinaldo Rava**, Slow Food

**Pia Bucella**, Directorate-General for the Environment, European Commission

Testimonies of the Terra Madre Network

### 12 noon– Sala Gialla

*Lectio Magistralis. Stefano Rodotà, Jurist and Professor at the Università della Sapienza of Rome*

Common goods and democracy: a common destiny?

### 12.30 – 12.40 pm – Sala Slow Fish

*Coffee break*

### 12.40 noon – 1.30 pm – Sala Slow Fish

*General discussion* on the importance of complex ocean knowledge in the alternative narrative, and what it means in terms of sustainable fisheries

### 1 – 2.30 pm – Sala ITM Network

*Topic: Food & Seed Security / Sovereignty*

Translations: English, Spanish, Russian

Chair/Moderator/Speaker: **Phrang Roy** - The Indigenous Partnership for Agrobiodiversity & Food Sovereignty

Speakers:

- Daniel Wanjama Njoroge, Kenya

- Jaqueline Villegas, Chile

- Rowen White, USA (Mohawk Nation)

- Aida Jamangulova, Kyrgyzstan

From the floor:

- Sunita Rao, India

### 1 – 3 pm – Honey Bar

*Workshop: "Honey's European quality standards"*

### 1.30 – 2 pm – Sala Slow Fish

*Presentation of Providence Black Crab Presidium.*

### 2 pm - Biodiversity House

*New Italian Presidia*

The ranks of Italian Presidia continue to be swelled by new products: the Cureggio and Fontaneto blond onion, Veronese Stortina, the Signora pear from the Sinni Valley, the Belfiore Decio apple and Vallo di Diano soppressata and sausage. The custodians of Italian biodiversity will recount their stories of hope, respect for the land, care for their animals and knowledge, passionately preserved and passed down through the generations.

Tasting included

### 2 pm - Earth Workshop

*Earth Markets*

Representatives from the Earth Market network, now thriving in nine countries, will gather to exchange ideas, solutions and opinions.

During the conference a prize in honor of Gigi Frassanito will be awarded

### 3 – 4 pm – Honey Bar

*EN Honey Tasting Workshop: “Mono-floral types of honey”*

(Organized by AMI- Ambassadors of Honeys' Association)

### 3 – 4 pm – SFYN Stand, Oval

*Discussion - Designing Impact into Campaigns - with Tristram Stuart*

Many of our actions and campaigns across the globe have been (successfully) focused on raising awareness of food issues, but how can we go beyond awareness and create lasting change? Who better to discuss this with than Tristram Stuart, who has devoted himself to one of the most prominent food campaigns of the last years: Feeding the 5K. With Tristram, we will explore how to collaborate in campaigns, ensure impact, choose the right target and guarantee legacy.

### 3 – 5 pm – Sala Gialla

*Topic: Local Food & Economies for Sustainable Development, Indigenous Terra Madre communities*  
Translations: English, Spanish, Russian, French, Portuguese, Italian

Chair: **Phrang Roy** (Director of The Indigenous Partnership for Agrobiodiversity and Food Sovereignty)  
Keynote: Myrna Cunningham (Indigenous Advisor to the WCIP/PGA and former Chair of the UN Permanent Forum on Indigenous Issues)  
Special Guest: Dr. Mukul Sangma, Chief Minister of the Government of Meghalaya (India)  
IFAD – Antonella Cordone (Co-ordinator for Indigenous and Tribal Issues)  
- Joel Simo of Aneityum community, Vanuatu  
- Khanym Akhmetova, Kazakhstan  
- Roy Kady, USA  
- Obadias Batista Garcia, Brazil  
- John Kipcoech Kemoi, Kenya

### 3 – 5.30 pm – Sala Slow Food

*Fisheries: setting the record straight*

Public conference

Panelists (academic experts and fishers) will explain to us why/how the dominant narrative of fisheries tells us a partial/misleading story, and give some keys as to alternatives...

Privatization: Seth Macinko & Dan Edwards | Ocean Conservation: Magnus Johnson & Barbara Rodenburg | Aquaculture: John Volpe and Lider Gongora | co-management: Antonio Garcia Allut and Agustín Perez Pernas | Closing statement: Naseegh Jaffer  
30 minutes for each argument, 10 minutes for closing statement, 20 minutes for questions

### 3 pm– Sala Blu

*Insects and “Weeds” on Our Plates*

According to the FAO, at least 1,900 species of edible insects exist on our planet, contributing to the diets of more than two billion people in Africa, Asia and the Americas. They are an important source of protein and, together with wild plants, could be considered as a sustainable alternative for the human diet.

Chaired by **Andrea Pieroni**, University of Gastronomic Sciences of Pollenzo

With

**Zayaan Khan**, researcher for SPP Surplus People Project, South Africa

**Lucia Decastelli**, Veterinary Medical Research Institute for Piemonte, Liguria and Valle D'Aosta

**Claudia Storcè**, nutritional biologist and food security consultant at Nu.Si.AL. of Viterbo

**Stefano Speranza**, University of Tuscia

**Irada Santacruz Arciniega**, chef and Convivium Leader of Slow Food Tlaxcala, Mexico

**Robert Nathan Allen**, founder of Little Herds, USA

**Hannu Kahakorpi**, film producer and professor of Cinematography at the University of Lapland, Finland

**Debjeet Sarangi**, Living Farms NGO, Orissa, India

### 3 pm– Sala Azzurra

*Lectio Magistralis. Woody Tasch, Founder of Slow Money*

The economy's return to Earth, from monetary capitalism to one of resources: slow money.

### 3 pm– Sala Agricoltura Familiare (Sala Rossa)

*Family Farming and the Protection of the Mountains*

In mountainous areas, family enterprises are increasingly run by the younger generations. Thankfully, these forward thinking individuals have rediscovered the added value of farm work, allowing once abandoned land to be transformed into a rich future. Success stories from the Alps and other mountainous areas.

*In cooperation with the Compagnia di San Paolo foundation and with support from the European Union.*

Chaired by **Ludovico Rocatello**, Slow Food Foundation for Biodiversity

With

**Luca Remmert**, Compagnia di San Paolo foundation

**Branka Tome**, Assistant-director of the Quality Policies Unit, European Commission

**Cassiano Luminati**, President of the Valposchiavo region in the Alps, Switzerland

**Munkhbolor Gungaa**, WAMIP World Alliance of Mobile Indigenous Peoples

**Jean Bernard Maitià**, Slow Food Presidium Irati Mountain Cheeses, France

### 3 pm – Sala Gialla

#### *Local Food & Economies for Sustainable Development, Lessons from Indigenous Terra Madre communities*

Representatives of Terra Madre's indigenous and native peoples will meet. Experts in resources from the sea, forests and mountains and the guardians of land and age-old traditions, they are also the very communities most affected by the consequences of the mismanagement of our planet's resources which include pollution, the standardization of consumption, climate change and economic choices.

Chaired by **Phrang Roy**, Coordinator of Indigenous Partnerships of Agrobiodiversity and Food Sovereignty With

**Myrna Cunningham Kain**, President of CADPI Centro para la Autonomia y Desarrollo de Pueblos Indígenas and member of UNPFII Permanent Forum for Indigenous Issues, United Nations

**Antonella Cordone**, Coordinator for Indigenous and Tribal Issues IFAD

**Khanym Akhmetova**, Slow Food Kazakhstan

**Roy Kady**, Slow Food Presidium Navajo-Churro Sheep, USA

**Obadias Batista Garcia**, Slow Food Presidium of Sateré-Mawé Native Waranà, Brazil

**John Kipcoch Kemoi**, Slow Food Presidium Ogiek Honey, Kenya

**Joel Simo**, Aneityum community, Republic of Vanuatu

### 3 pm - Biodiversity House

#### *The Ark of Taste Docks in Latin America*

A journey through some of Latin America's most interesting Ark of Taste products—from Mexico, Chile, Argentina—exploring their places of origin and meeting their producers.

### 4 – 5 pm – Honey Bar

#### *Movie: "The canticle of the Bees"*

(Produced by Unaapi – Italian Beekeepers Association, with English subtitles)

### 4 – 5 pm – SFYN Stand, Oval

#### *Workshop - The Formula of Success in the Disco Soupe - Hosted by Wilbert van der Kamp*

Without a doubt the Disco Soupe has been one of the most successful campaigning concepts in the history of Slow Food, organized multiple times a year in different countries across the globe. In this workshop we will attempt to analyse what's in the magic recipe that makes the Disco Soupe so easy to repeat and fun to organize. Furthermore, we will see if we can use parts of this recipe in new actions and campaigns. So join us, and bring your ideas on what you would like to campaign about in the next two years.



#### 4 – 5 pm – Sala ITM Network

*IFAD and Slow Food : Colombia*

Translations: English, Spanish, Italian

Discussion on the Providencia Black Crab Presidium and Slow Food activities (mapping, Ark of Taste, future Presidium) in Dibulla (La Guajira) within Small Grant activities

#### 4 pm - Biodiversity House

*Artisanal raw milk cheese from Brazil. A heritage to be saved*

Brazil is a country that often hides behind its stereotypes such as samba, cachaça and exotic fruit. Only a few people are aware of the ancient traditions of artisanal cheesemaking that exist in the country. Cheesemaking was first imported to Brazil during the colonial period and then it was subsequently diffused and enriched thanks new techniques of production and regional variations. Queijo Colonial, Serrano, Koch Kaese, Queijos Minas Artesanais, Queijo Coalho, Queijo de Búfala de Marajó are just a few of many great raw milk cheeses that are made in Brazil.

#### 4.30 pm - Earth Workshop

*Voices of the rural communities from the South*

The United Nations Conference on Trade and Development (UNCTAD) jointly with the rural communities from Senegal, Madagascar, Mauritania, Ethiopia, Laos and Cambodia report the results of field activities for the promotion of their traditional products through initiatives of the “made in” and geographical indications.

#### 5 – 9 pm – Honey Bar

*Contest “Thousands of honeys, Thousand Flowers Honey”*  
(Organized by Italian Honey Observatory)

#### 5.30 – 7 pm – Sala ITM Network

*Topic: Wellbeing & Happiness*

Translations: English, Spanish, French

Chair/Moderator/Speaker: **Manish Jain**, Economics of Happiness

Speakers:

- Joel Simo, Vanuatu
- Sangay Wangdi, Bhutan
- Roibha Sayoo, India
- Froyla Elida Tzalam, Belize

#### 5.30 – 6 pm – Sala Slow Fish

*Presentation of Mediterranean Prud'homie*

#### 6 – 7 pm – SFYN Stand

*Three foods to save the world*

With over 1100 producers from all over the world, Salone del Gusto and Terra Madre is one of the biggest food fairs in the world. Unfortunately though, it's almost impossible to have a closer look at all the products there because there are simply too many. So, what would be nice would be to link different people (3 random delegates plus 2 people that they need to find on the day of the activity inside the event) for 2/3 groups that will go all around the event and bring back to the stand the 3 foods that, in their opinion, will save the world.

#### 6 pm – Sala Arancio

*Book presentation “Bioresistenze, Cittadini per il territorio: l'agricoltura responsabile” by Guido Turus*

Talking with:

**Cinzia Scaffidi**, Slow Food Studies Centre

**Gianpaolo Fassino**, University of Gastronomic Sciences of Pollenzo

#### 6 pm– Sala Blu

*The Future of Renewables is in Sustainability, But What Are We Doing in the Meantime?*

The second generation of clean-burning fuels promises a zero to low impact regarding possible renewable energy sources for our daily requirements. However, as biogas facilities thrive, the cultivation of “clean” energy is competing with the use of land for food production. What are the prospects for the future?

Chaired by **Andrea Bertaglio**, environmental journalist  
With

**Gunter Pauli**, President of Novamont

**Guido Ghisolfi**, Chief Executive Officer of Mossi&Ghisolfi

**Maurizio Pallante**, President of the Movimento per la Decrescita Felice (movement for happy degrowth)

**Grammenos Mastrojeni**, Environmental Coordinator, Cooperation and International Development, Ministry of Foreign Affairs of Italy

**Roberto Sensi**, Action Aid Italy

**Rolf Hogan**, Executive Secretary of RSB Roundtable on Sustainable Biomaterials, Switzerland

#### 6 pm– Sala Azzurra

*The Soil is Used Up*

Land, in particular fertile land, is not a renewable resource. In Italy alone, a surface area of almost 22,000 kilometers has now been permanently compromised. Despite this fact, infrastructure continues to be built, destroying soils and leaving mountains and riverbeds inert. Enough is enough.

Chaired by **Luca Martinelli**, journalist at *Altreconomia* magazine

With

**Michele Munafò**, ISPRA Institute for Environmental Protection and Research

**Pia Bucella**, Directorate-General Environment, European Commission

**Andrea Chemello**, Mayor of Tronzano Vercellese

**Francesca Rocchi**, Vice-President of Slow Food Italy

**Stefano Salvi**, Salviamo il Paesaggio

#### 6 pm – Sala Agricoltura Familiare (Sala Rossa)

*Lectio Magistralis. Gastón Acurio, chef*

Politics in the kitchen, how to change the world from the stovetop. Experiences from Latin America.

### 6 pm – Sala Gialla

#### *Love the Earth. Conversations on the Future of the Planet*

Three founders of the appeal to “Give Spirit to the Expo 2015” will illustrate the themes dear at heart to Slow Food and Terra Madre to chart the way towards a future full of peace, sustainability and happiness. The meeting is an opportunity to review the ideas in Carlo Petrini’s latest book *Voler bene alla Terra, dialoghi sul futuro del pianeta*, which also carries interviews by the author to the director and to the founder of Libera.

With:

**Carlo Petrini**  
**Don Luigi Ciotti**  
**Ermanno Olmi**

### 6.30 pm - Biodiversity House

#### *Excellence and Fair Trade*

Slow Food has brought together the uniqueness of Presidia from the global south (cacao, coffee, kola nuts, vanilla) with the knowledge and experience of some of Italy’s best artisans, including coffee roasters, chocolatiers, brewers and cosmetics producers. This fair trade network allows the Presidia producers to improve their quality and increase their earnings, and offers the Italian artisans the opportunity to tell the story of their ingredients and offer an excellent product. We will present the products created from these fruitful collaborations.

Tasting included

Chaired by: **Piero Sardo**, President of the Slow Food Foundation for Biodiversity

With:

**Guido Gobino**, artisan chocolatier  
**Teo Musso**, Baladin artisanal brewery  
**Dario Werling**, *Stratta Caffè* confectionary shop  
**Luca Fraccaro**, *Pasticceria Fraccaro* bakery  
**Elisabetta Scabio**, Birrifico Antoniano brewery

### 6.30 pm - Earth Workshop

#### *Tuscany and the Terra Madre Network*

The region of Tuscany has always paid particular attention to the issues championed by Terra Madre, and particularly the importance of biodiversity. Terra Madre Tuscany has been supporting numerous Presidia and communities in Africa, Latin America and the Balkans since 2004. In 2008, the city of Scandicci saw the opening of the Bistrot del Mondo, and since 2011 Maremma has hosted the Slow Food Foundation for Biodiversity with a regional headquarters at the Alberese Farm. We will present these initiatives and the producers who are involved and some future projects.

### 7 – 9 pm – Sala ITM Network

#### *Indigenous Voices*

### 8.30 pm – Sala Gialla

#### *Film: Ci vorrebbe un miracolo*

Presented by director Davide Minnella.

### 8.30 pm - Earth Workshop

#### *After Winter, Spring*

Documentary by Judith Lit

Seen through the eyes of family farmers in southwest France, *After Winter, Spring* is an intimate portrait of an ancestral way of life under threat in a world increasingly dominated by large-scale industrial agriculture.

The documentary will be presented by the director, Judith Lit, and followed by a moment of dialogue with the public.

### 9 pm – Sala ITM Network

#### *Onwards – Indigenous Music*





## SUNDAY 26

### 10 am – 1 pm – Sala Slow Fish

#### *A collective strategy for a new vision of fisheries*

Follow up of the Friday afternoon session: Identifying elements that can help build a new narrative of fisheries and resist current trends.

- Communication and traceability: Telling a different story through positive communication
- Presidia and Ark of Taste. Intro: Jan, Barbara, Jean Michel, Prud'homie and Waddenzee presidia
- Traceability: This Fish. Intro: Dan Edwards
- Getting multiple fisher profiles around, preparing shared material to circulate: Intro: Elisabeth tempier, l'Encre de mer
- Art in fisheries: Poetry, music, food design: From cap Verde and Sao Tome, plastic arts and food design, João Carlos Silva. Musical interlude with Brett, Shannon and Russell, New England.
- Can we build a collective fun and engaging event?
- Towards a document (Manifesto) telling our vision of fisheries. Michèle Mesmain on the making of the Slow Fish Manifesto(s).

### 11.30 – 11.40 am – Sala Slow Fish

#### *Coffee Break*

### 11 – 12 am – Honey Bar

*Workshop: "Production of organic honey in Gornaya Shoria (Russia)"*

### 11 – 12 am – SFYN Stand, Oval

*Talk - Alternative Food Systems in Rural Mountain Areas: How a New Generation of Producers and Activists is Designing the Future of the Alps*

Is it possible to be an activist or a producer out of cities and in mountain regions? Is life in our mountains going to disappear or can it be a field in which to experiment alternative local food systems?

After abandonment, a new generation is now populating the mountains, promoting innovative experience in these extreme regions.

Life in the mountains narrated by youth who choose them for their life and activism: the case of the Alps.

### 11 – 12.30 am – Sala ITM Network

#### *IFAD and Slow Food: Brazil & Argentina*

Translations: Italian, English Portuguese and Italian, English, Spanish

Discussions on Licuri and Umbu Presidia (Brazil) and Gran Chaco Wild Fruits Presidium (Argentina)

### 11.30 am - Biodiversity House

#### *A Journey Through the Balkans and Turkey*

The Balkans and Anatolia are home to a vast heritage of extraordinary agricultural and culinary traditions, but these traditions are largely unknown, rendering their existence precarious. In just two years, thanks to the European ESSEDDRA project, over 150 food products at risk of extinction have been identified and catalogued. Discover a selection of some of the most interesting, and meet the people who make them. Tasting included

*Conference made possible thanks to the support of the European Union*

### 11.30 am - Earth Workshop

#### *Fewer Steps, More Trust*

The Terra Madre network will discuss various solutions to shortening the distribution chain, from farmers' markets to collective buying groups and other forms of direct sales.

### 12 – 1 pm – Honey Bar

*Award Ceremony of the Contest "Thousands of honeys, Thousand Flowers Honey"*

(Organized by Italian Honeys' Observatory)

### 12 noon – 2 pm – Sala Slow Fish

#### *Public conference on Aquaculture in another venue.*

After 12h, participants will choose between attending the conference and continuing the morning workshop.

**12 noon – Sala Blu****Tricks in our Plate**

From origin to brand-names, from packaging to processing, exactly how many roads are there to scams? A journey down Food Fraud Lane to discover the thousands of ways consumers are tricked, their health put at risk and quality food companies damaged.

Chaired by **Michele Fino**, University of Gastronomic Sciences of Pollenzo

With

**Stefano Masini**, Director of Environment and Territory, Coldiretti

**Gaetano Pascale**, President of Slow Food Italy

**Giuseppe Alai**, President of the Consortium Parmigiano Reggiano

**Tom Mueller**, journalist and author of *Extraverginità. Il sublime e scandaloso mondo dell'olio d'oliva*, USA

**Paola Gelato**, attorney at Studio Legale Jacobacci & Associati

**Marco Pedroni**, President of Coop Italia

**12 noon – Sala Azzurra****Guess Who's Coming to the Canteen? The Gastronomic and Intercultural Exchange in Multi-ethnic Italy**

Italian canteens are becoming places for meet-ups, exchanges and multi-ethnic get-togethers. Here too food plays a key role in acceptance and recognition. Learning about food habits also means acknowledgment of traditions and respect for religion. A dialogue hosted by the Università IULM in Milan and the University of Gastronomic Sciences in Pollenzo.

Chaired by **Simone Cinotto**, University of Gastronomic Sciences of Pollenzo

With

**Roberta Giovine**, IULM International University of Languages and Media of Milan

**Vincenzo Russo**, IULM International University of Languages and Media of Milan

**Barbara Ghiringhelli**, IULM International University of Languages and Media of Milan

**Andrea Pieroni**, University of Gastronomic Sciences of Pollenzo

**Nicola Fiorita**, University of Calabria

**12 noon – Sala Agricoltura Familiare (Sala Rossa)****Aquaculture: Solution or Problem?**

Can aquaculture truly handle the increasing demand for fish products, thus relieving the oceans and seas from drastic overfishing? Or do the cons outweigh the pros? The new Common Fisheries Policy (CFP) seems to ignore the environmental damage that aquaculture brings and instead promotes activities that look more toward financial gain than strengthening the sustainable fishing industry. This will be discussed with various interested parties.

*This conference is organized as part of the project "Oltre Rio +20- [www.seminailcambiamento.org](http://www.seminailcambiamento.org)" with the contribution of the Ministry of Foreign Affairs and International Cooperation.*

Chaired by **Silvio Greco**, University of Gastronomic Sciences of Pollenzo

With

**Ernesto Peñas Lado**, Director of Policy Development and Coordination, Directorate-General Maritime Affairs and Fisheries, European Commission

**Tania Caro**, Terra Madre Food Community of trout farmers, Michoacán, Mexico

**Sidnei Pedroso Torres**, Terra Madre Food Community of shellfish farmers, Porto Belo, Santa Caterina, Brazil

**John Volpe**, Principal Researcher, University of Victoria, B.C., Canada

**Tifenn Vigouroux**, oyster harvester, Ria di Etel, France

**12 noon – Sala Gialla****Lectio Magistralis. Eric Holt-Giménez, Director of Food First**

Security, justice and sovereignty: how to change our food system.

**1 – 2 pm – SFYN Stand****Silent Debate Club**

A very simple idea, for one or two hours every day we'll make room in a corner of the stand where one moderator and three participants provided with 1 microphone and a headset each can have a 20-minute 'silent debate' on a topic that we provide. The moderator is there to start up and lead the discussion.

**1 – 2 pm – Honey Bar****Conference: "Tanzania Beekeeping through the experiences of Bee Together and Tulime Onlus"**

Example of community cooperation projects to fight against malnutrition by means of beekeeping (Speaker: Ivano Deltetto)

### 1 – 2.30 pm – Sala ITM Network

*Topic: Gender*

Translations: English, French, Spanish

Chair/Moderator/Speaker: **Myrna Cunningham Kain**

- Indigenous Advisor to the WCIP/PGA and former Chair of the UN Permanent Forum on Indigenous Issues

Speakers:

- Saoudata Walet Aboubacrine, Mali
- Adriano Favole, Italian (with SF New Caledonia delegate)
- Ministry of Women, Paraguay
- Patricia Mukhim, India

From the floor:

Prasert Trakansuphakon

### 1.30 – 2 pm – Sala Slow Fish

*Presentation of Ark of Taste Chakay Lobster.*

### 2 – 4 pm – Honey Bar

*Conference: “What is the difference between organic and conventional honey? Sanitary or environmental practices?”*

(Speakers: Francesco Panella and Giovanni Guido)

### 2 – 4 pm – Sala Terra Madre

*Guardian Herders*

Indigenous Speakers:

- Lalji Desai, India
- Roba Bulga, Ethiopia

### 2 – 5.30 pm – Sala Slow Fish

*A common destiny for the Commons*

People whose livelihoods depend on different common resources face similar challenges. Are there opportunities for cross-sector alliances? What if planet Earth was managed as a Commons?

- Shepherds and mountain people, Luc Falco on the challenges pastoralists are facing
- The indigenous lead, Marc Griebel or Pauline terbasket, Okanagan nation
- Academia, Seth Macinko
- Involving the next generation, Spencer Montgomery, Slow Food Youth Network

### 2.10 pm - Sala Blu

*Book presentation “Never Trust a Skinny Italian Chef” by Massimo Bottura*

Talking with:

**Marco Bolasco**, Director of Slow Food Editore

### 2 pm - Biodiversity House

*Can Snacks Be Good, Clean and Fair?*

Is it possible to offer a snack that is healthy, made with quality ingredients and representative of a people and an area? We will offer some interesting examples, from bars made with Pamir mulberries (Tajikistan) and amaranth alegria (Mexico) to coconut cocadas (Colombia), kaniwa bars (Peru) and acarajé (Brazil). A new product from the Piedmontese company Life (known for their nuts and dried fruit) will represent Italy with a crunchy bar made from Piedmontese hazelnuts and local honey.

Tasting included

*In collaboration with Life*

### 2 pm - Earth Workshop

*Guardian Herders*

Nomads, Alpine herders, farmers who practice transhumance: different faces of the same farming philosophy. These people preserve the land and safeguard local breeds, consuming less and producing better.

### 3 – 4.30 pm – Sala dei 500

*Conference - The Future of Food is Ours – Hosted by Zayaan Khan*

The Future is Ours! SFYN takes to the stage to celebrate what has been achieved within the Slow Food Youth Network in the last two years. More importantly, we'll have a look to the future. What do we have to look forward to in the next two years? Come to inspire and be inspired, and of course to hear the President of Slow Food Carlo Petrini share why he feels confident leaving the future of food in our hands.

### 3 – 4.30 pm – Sala ITM Network

*Topic: ITM 2015 India*

Translations: English, Spanish, Russian

Chair/Moderator/Speaker: **Phrang Roy**, The

Indigenous Partnership for Agrobiodiversity & Food Sovereignty

Open discussion

### 3 – 5 pm – Sala Slow Fish

*Conference on ocean grabbing in another venue.*

After 15h, participants will choose between attending the conference and continuing the morning workshop.

### 3 pm– Sala Blu

*Taste and Health Start in the Tummy! (conference with tasting)*

A baby's growth depends on the exchange with its mother during pregnancy. Practicing healthy eating while pregnant and careful weaning are key for healthy babies, and consequently for adults. An assortment of processed baby foods will be offered, demonstrating their merits and faults.

Chaired by **Antonello Del Vecchio**, Director of the Neonatal Intensive Care Unit, Di Venere Hospital of Bari

With

**Ruggero Francavilla**, university researcher in charge of Pediatric Gastroenterology and Nutrition at the University of Bari

**Sergio Capaldo**, Slow Food Presidium Piedmontese Cattle and veterinarian at the association *La Granda*  
**Gabriella Morini**, University of Gastronomic Sciences of Pollenzo

**Luisa Tatoni**, journalist and director of the magazine *Giovani Genitori*

With tastings of products provided by Alce Nero, La Granda and Lago Scuro.

**Alida Sangiorgi**, Alce Nero Baby project and Alce Nero Product Marketing Manager

**Luca Grasselli**, organic farm Lago Scuro

### 3 pm – Sala Azzurra

*Lectio Magistralis. Vincenzo Ferrara, climatologist*  
Climate change and daily life.

### 3 pm – Sala Agricoltura Familiare (Sala Rossa)

*Land and Ocean Grabbing: Hands Off Our Land and Sea!*

Who owns the planet's resources? Land and water are two of a community's most precious resources. However, the last few years have seen a growth in external interest and investment in these irreplaceable sources, thus threatening the environment and dependent populations. What is happening and what can we do?

*This conference is organized as part of the project "Table for 9 Billion" with the contribution of the European Union.*

Chaired by **Stefano Liberti**, author of *Land grabbing*.

With

**Eric Holt-Giménez**, director of Food First, USA

**Ana Paula Tauacale**, Vice-President of UNAC National Union of Farmers, Mozambique

**María Luisa Albores González**, Cooperativa Tosepan Tinaniske, Mexico

**Timothé Feodoroff**, Transnational Institute, The Netherlands

### 3 pm – Sala Gialla

*2004 - 2014: Happy Birthday, Terra Madre!*

The first Terra Madre event in 2004 is etched in the memory of those who were there. A key turning point for Slow Food, it marked the beginning of a new era of sharing, exchange, connection and growth and created a new direction for sustainability and quality. Ten years later, the Terra Madre network connects communities, countries, professions and projects across the globe. This growth, initially measured in numbers, can now be assessed in terms of a sense of togetherness and community.

Chaired by: **Carlo Petrini**, president of Slow Food

With:

**Fatima Kadoumy**, Convivium leader Slow Food Nablus and coordinator of *Bait al Karama* organization, Palestine

**Dali Nolasco**, Convivium Leader Slow Food Tlaola Kukuk (state of Puebla) and coordinator of the Terra Madre Food Community of the Nahua producers of Tlaola chilli, Mexico

**Iliana Martinez**, coffee producer and coordinator of the Presidium of Huehuetenango coffee, Guatemala

**Moussa Ouerdragò**, responsible of the project 10.000 Gardens in Africa and coordinator of the mapping of the Ark of Taste's products

**Nunzio Mercatelli**, President of the Sheep and Goat regional association of Abruzzo and founder of the Terra Madre Food Community of breeders of the central Apennines of Abruzzo and Molise

**Shannon Eldredge**, small-scale fisher and President of the Northwest Atlantic Marine Alliance, USA

### 3 pm – Sala 500

*The Future of Food is Ours!*

The Slow Food Youth Network will meet once again at Terra Madre to discuss and present new ideas for a more sustainable food system. With testimonials, presentations of future projects and keynote speakers from all over the world, this will be a crucial moment to open up a thoughtful, detailed and fun dialogue on the theme of food and gastronomy for our generation.

### 4 – 6 pm – Honey Bar

*Honey Tasting Workshop: "Mono-floral types of honey"*  
(Organized by AMi- Ambassadors of Honey's Association)

### 4.30 – 5 pm – SFYN Stand, Oval

*Drink-in!*

All the energy of the SFYN Conference will be continued at the follow-up Drink-In. Bring your own favourite local speciality to share with new friends, and use this as one of your last chances of Salone del Gusto and Terra Madre 2014 to share ideas or a dance with your fellow SFYN members.

#### 4.30 pm - Biodiversity House

##### *Discovering Slow Food Projects in Kenya*

Tourism and the protection of biodiversity for the wellbeing of the land

How can we merge local economies, protect biodiversity and promote sustainable tourism? Find out on this trip to Kenya to discover some Slow Food Presidia projects that seek to protect: among them, Ogiek Honey and Molo Sheep.

*In collaboration with Manitese, Viaggi & Miraggi, WWF, Necofa, Veterinarias Without Borders*

#### 4.30 pm - Earth Workshop

##### *Oasis Agriculture*

Stories of production and faces from the oases.

Tasting of oases-produced foods included

#### 5 – 6.30 pm – Sala ITM Network

##### *Topic: Indigenous Pollinators Network*

Translations: English, Spanish, Russian

Chair/Moderator/Speaker: **Barbara Herren**, FAO

Speakers:

- Sara Manetto, The Indigenous Partnership for Agrobiodiversity & Food Sovereignty
  - Gilia Baldinelli, SOAS (School of Oriental and African Studies)
  - Riccardo Bononi, IRFOSS (Istituto di Ricerca e Formazione nelle Scienze Sociali)
  - Leo Robert, India (Keystone)
  - Roba Bulga, Ethiopia
- From the floor:
- Johnny Utama, Indonesia
  - Kurdakova Valentina, Russia

#### 5.30 pm – Sala Slow Fish

##### *Presentation of Ark of taste Nova Scotia Dulse.*

#### 6 pm – Sala Blu

##### *Mental Health and an Active and Nourished Body*

Nutrition and physical activity go hand in hand and are fundamental for the well-being of the body, intellect and spirit. When balanced we can return to a primal state of being, one rooted in movement and unaware of our sedentary ways. We will go deeper into this subject and the many initiatives proposed by Turin, Sport Capital in 2015.

Chaired by: **Andrea Pezzana**, director of dietetics and clinical nutrition, San Giovanni Bosco hospital of Turin  
With

**Stefano Gallo**, director of the Sports Department, Municipality of Turin

**Silvana Quadrino**, Slow Medicine

**Andrea Cipressa**, fencing coach, Italian national team

**Oscar Bertetto**, director of the Oncological Network of the Regions of Piedmont and Valle d'Aosta

#### 6 – 7 pm – Honey Bar

##### *Movie: "The canticle of the Bees"*

(Produced by Unaapi – Italian Beekeepers Association, with English subtitles)

#### 6 pm – Sala Azzurra

##### *Lectio Magistralis. Tom Mueller, journalist*

Let's ask ourselves where our food comes from. The case of olive oil.

#### 6 pm – Sala Agricoltura Familiare (Sala Rossa)

##### *I won't eat that!*

The NUTRIBUS workshops from the Bambino Gesù children's hospital meet Salone del Gusto: Tips, behavioural and practical workshops to improve the poor eating habits of children and teens.

With

**Giuseppe Morino**, Pediatric Hospital *Bambino Gesù* of Rome

#### 6 pm – Sala Gialla

##### *"Made in Italy" But Not by Italians*

Fontina cheese made by Sikhs, Barolo wine made by Macedonians, fruit and vegetables grown by Albanians and North Africans... What would happen to Italy's local specialties without "the immigrants" to keep them going for us? Stories of economies and cultures that offer each other mutual support.

With

**Carlo Petrini**, President of Slow Food

**Susanna Camusso**, Secretary General CGIL workers confederation

**Roberto Moncalvo**, President of Coldiretti

**Yvan Sagnet**, FLAI CGIL agro-industrial workers confederation

**Ivana Ilieva**, community of Macedonians from Monforte

**Lorenzo Trucco**, President of ASGI Association for Legal Studies on Immigration

**Otto Bitjoka**, project *Kula 2015 – Africa at EXPO 2015*

#### 6.30 – 9 pm – Sala ITM Network

##### *Indigenous Voices*



### 6.30 pm – Earth Workshop

#### *Recognize (and Pay for!) the Quality of Milk: The Nobile Milk Project*

The price of milk is based on its fat and protein content, but in this day and age it is clear that these parameters often have no relation to the aromatic and nutritional quality of the product. The Latte Nobile project is now working to change this, thanks to the groundwork of the Italian regions of Campania, Piedmont and Molise.

Co-chaired by **Bruno Ronchi**, president of ASPA Association of Animal Science and Production, University of Viterbo with **Roberto Rubino**, President of ANFOSC National Association of Cheeses under the sky  
With

**Stefania Carpino**, CORFILAC Consorzio Ricerca Filiera Lattiero Casearia

**Giuseppe Licitra**, University of Catania

**Giampiero Lombardi**, University of Turin

**Gianpaolo Colavita**, University of Molise

**Federico Infascelli**, University of Naples

**Antonio Fagiolo**, Istituto Zooprofilattico Sperimentale for Lazio and Tuscany

**Lucia Bailoni** with **Roberto Mantovani**, University of Padua

**Salvatore Claps** with **Lucia Sepe**, CRA Consiglio per la Ricerca in Agricoltura-ZOE, Bella, Potenza

**Miguel Galina**, University of Mexico City

**Maurizio Ramanzin** with **Enrico Sturano**, University of Padua

### 6.30 pm - Biodiversity House

#### *Bread Stories*

In Chianale, a small community in the Upper Varaita Valley in the province of Cuneo, a working communal oven was in use until after the Second World War. The bread baked here had a very particular aroma, thanks to the Swiss pine from the “bosco dell’Alevè” used for the wood-burning fire. Students from the two-year graduate degree at the University of Gastronomic Sciences have interviewed the village elders in order to reconstruct this ancient production process. They will present Chianale bread as a candidate to join the Ark of Taste.  
Tasting included

### 7 – 9 pm – Honey Bar

#### *Conference: “Bees and the environment, the impact of pesticides and agro-industries”*

(Speakers Francesco Panella, Umberto Vesco and Janneke Van Den Heiden)

### 8.30 pm – Sala Azzurra

#### *Film documentary: Piccole aragoste crescono*

Presented by directors Francesco Cabras and Alberto Molinari

### 8.30 pm - Sala Gialla

#### *Theatrical play: Terra Madre: sorella acqua, fratello seme*

Presented by Yo-yo Mundi.

### 9 pm – Sala ITM Network

#### *Onwards – Indigenous Music*

## MONDAY 27

### 10 am – 1 pm – Sala Slow Fish

*Breakout groups by language/subjects + Regional meetings*

Feed back will be asked to delegates about possible subjects. Group will be defined on the spot. Already identified subjects are listed below.

10.00 - 10.30: identifying subjects and groups

10.30 - 13.00: workgroups of 1h each, rotating. Each person can participate in 2 workgroups.

### 11 – 12 am – Honey Bar

*Honey Tasting Workshop: "Mono-floral types of honey"*

(Organized by AMi- Ambassadors of Honey's Association)

### 11 – 12.30 pm – Sala ITM Network

*Topic: Traditional Storytelling*

Translations: English, Portuguese, French

Chair/Moderator: **Mauricio Fonseca**, Brazil

Speakers:

- Joel Simo, Vanuatu
- Naiara Yusy Dolabella Sampaio, Brazil
- Raouf Karray & Imtinen Aydi, Tunisia (to do together painting and storytelling – tbc)
- Val Sibisdo & Pat Torres, Australia

### 11.30 am - Biodiversity House

*The Ark of Taste Docks in Eurasia*

A journey to discover foods to be saved from Eurasia. From Shalah apricots to Altay dried meats and many others products, discover the flavors and traditions of Russia, Belarus, Ukraine and Armenia.



### 11.30 am - Earth Workshop

*New Certification Models*

Are participatory certification systems a possible solution for small-scale producers? We will discuss experiences from Latin America.

### 11.30 – 1 pm & 3 – 4 pm – SFYN Stand, Oval Silent Debate Club

A very simple idea, for one or two hours every day we'll make room in a corner of the stand where one moderator and three participants provided with 1 microphone and a headset each can have a 20-minute 'silent debate' on a topic that we provide. The moderator is there to start up and lead the discussion.

### 12 – 1 pm – Honey Bar

*Movie: "The canticle of the Bees"*

(Produced by Unaapi – Italian Beekeepers Association, with English subtitles)

### 12 noon – Sala Arancio

*To Narrate on Food is to Make Connections*

A talk with Ramona Hanachiuc, winner of the Special Slow Food Terra Madre Award of Lingua Madre 2014 on food culture, the links it creates and the love it portrays. Since 2008 a special section of the *Lingua Madre Competition* celebrates stories written by foreign women where the central role is sharing and preparing food. The competition is part of WE-Women for Expo, a worldwide network of women to Nourish the Planet.

With

**Ramona Hanachiuc**, author of *Magie del passato*

**Daniela Finocci**, creator of the Lingua Madre competition  
*Confirmed to date*

### 12 noon – Sala Blu

#### *The Alliance of Chefs Liberates Gastronomy*

More than 350 chefs from Italy to Morocco to Holland have joined the international network of the Slow Food Chef's Alliance project so far. While expanding across the globe, the project links chefs and small-scale producers and strives to preserve, promote and pass on the gastronomic knowledge of local communities.

Chaired by **Piero Sardo**, President of the Slow Food Foundation for Biodiversity  
With

**Dounia Bennani**, chef Slow Food Chefs' Alliance, Morocco

**Sekamotho Mirriam Moteane**, association Flava of Africa

**Enrica Basilico**, chef at the restaurant Cortijo Vistalegre and member of the Red de cocineros km 0 network in Andalusia, Spain

**Stefano Sorci**, chef Slow Food Chefs' Alliance, Italy

### 12 noon – Sala Azzurra

#### *If Bees Are Exterminated, Is It Still Agriculture?*

Bees play a key role in agricultural production, yet the chemicals used in agriculture are a principal cause in the decimation of the world's bees and other pollinators. And how about us? Do we realize that the molecules that affect their nervous systems also harm ours? Couldn't we find a way to farm without annihilating the very creatures that trigger the circle of life?

Chaired by **Cinzia Scaffidi**, Director of the Slow Food Studies Centre  
With

**Francesco Panella**, President of UNAAPI Union of Italian beekeepers

**Claudio Porrini**, University of Bologna

**Fabio Sgolastra**, University of Bologna and member of the EFSA Working Group for bees European Food Safety Agency

**Federica Ferrario**, Greenpeace Italy

**Diego Pagani**, President of CO.N.API National Beekeepers Consortium

**Renata Alleva**, nutrition specialist and researcher at the IRCCS Rizzoli orthopedic hospital of Bologna

### 12 noon – Sala Agricoltura Familiare (Sala Rossa)

#### *Thirty years without Aurelio Peccei, thirty years with his thoughts*

To commemorate the 30<sup>th</sup> anniversary of the passing of one of the greatest thinkers of our times, let's dust off copies of *La Qualità Umana* and reflect on the role of the Club of Rome in both theory and practice of the very environmental sensibility that still today is a point of reference. In particular we will tackle the issue of *food for nine billion* when the Club was already talking about *Food for six billion* in 1983.

*In collaboration with Fondazione Aurelio Peccei, Club di Roma and WWF Italia*

Chaired by: **Michael Dimock**, President of Roots of Change, USA

With:

**Gianfranco Bologna**, Scientific Director of WWF Italia and secretary general of the Aurelio Peccei Foundation and Club di Roma Italia

**Carlo Petrini**, President of Slow Food

**Luca Mercalli**, President of the Italian Meteorological Society

**Roberto Peccei**, University of California at Los Angeles, USA

**Anders Wijkman**, co-president of the Club di Roma, Sweden

### 12 noon – Sala Gialla

#### *Lectio Magistralis. Silvia Pérez-Vitoria, sociologist.*

The return of farmers is an opportunity for society.

### 1 – 1.30 pm – Sala Slow Fish

#### *Presentation of Ark of Taste Estonia dried flounder* Tasting

### 1 – 2 pm – Honey Bar

*Honey Tasting Workshop: "Mono-floral types of honey"*  
(Organized by AMi- Ambassadors of Honeys' Association)

### 1 – 2 pm – Sala ITM Network

*Indigenous Videos*



### 1 pm – Biodiversity House

#### *The Ark of Taste Docks in North America*

Together we will discover some of the most interesting and unique Ark of Taste products from the United States and Canada, exploring where they are from and meeting their producers.

### 1.30 – 2.30 pm – SFYN Stand

#### *Three foods to save the world*

With over 1100 producers from all over the world, Salone del Gusto and Terra Madre is one of the biggest food fairs in the world. Unfortunately though, it's almost impossible to have a closer look at all the products there because there are simply too many. So, what would be nice would be to link different people (3 random delegates plus 2 people that they need to find on the day of the activity inside the event) for 2/3 groups that will go all around the event and bring back to the stand the 3 foods that, in their opinion, will save the world and present it to an audience. Not only environmentally but also in terms of taste, quality and difficulty of production.

### 2 – 3 pm – Honey Bar

#### *Honey Tasting Workshop: "Mono-floral types of honey"*

(Organized by AMi- Ambassadors of Honeys' Association)

### 2 – 3.30 – Sala Slow Fish

#### *Restitutions*

### 2 pm - Biodiversity House

#### *Washoku: Japanese Cuisine as Cultural Heritage*

In 2013, traditional Japanese dietary cultures (Washoku) were added to UNESCO's list of the Intangible Cultural Heritage of Humanity. The Japanese Terra Madre network will analyze the repercussions of recent natural disasters on domestic food production and explain why Washoku's recognition by UNESCO represents an important opportunity for redemption.

Tasting included

### 2 pm - Earth Workshop

#### *Animal Welfare: How Can Breeders Benefit?*

Hear from farmers and scientists working to promote animal welfare how to benefit from it.

*Conference made possible thanks to the support of the European Union*

### 2.30 – 4 pm – Sala ITM Network

#### *Topic: Commons*

Translations: English, Portuguese, Spanish  
Chair/Moderator/Speaker: **Toby Hodgkin** - Platform for Agrobiodiversity Research (PAR)

Speakers:

- Zayaan Khan, South Africa AND Themba Chauke, South Africa
- Jaqueline Alvarez do Santos and Mauricio Fonseca, Brazil
- Mulok Saban, Malaysia
- Elena Posvolskaia, Russia

### 3 – 4 pm – Honey Bar

#### *Movie: "The Canticle of the Bees"*

(Produced by Unaapi – Italian Beekeepers Association, with EN subtitles)

### 3 pm – Sala Blu

#### *Food Without Land*

From Jewish and Armenian communities to Italian-Americans, from Turkish and Greek emigrants to the African diaspora: these are but a few of the migrant food cultures today. This conference will delve into the experiences of communities whose gastronomic cultures have been created or consolidated far from their origins.

Chaired by **Simone Cinotto**, University of Gastronomic Sciences of Pollenzo

*Introduction by Rafraam Chaddad, Tunisian-Israeli artist and cook*

With

**Kevin Mitchell**, expert of Afro-American food culture and professor at the Charleston Culinary Institute, USA

**Hedai Offaim**, columnist in *Haaretz* newspaper, Israel

**Rachel Black**, PhD student University of Lyon, France

**Nedim Atilla**, food journalist at *Aksam* newspaper, Turkey

**Nilhan Aras**, Editor-in-chief at *MetroGastro* magazine, Turkey

**Gherda Gherghiceanu**, Saxon producer from the Tarnava Mare area, Romania

### 3 pm – Sala Azzurra

#### *Urban Agriculture*

Supplying part of city's food requirements while using local food and allowing urban populations to produce their own food: this ideal can become possible if urban agriculture is able to shed the stigma of an economically insignificant hobby and be recognized as an economically, environmentally and socially stimulating activity. Rooftops, windowsills, balconies and gardens, in addition to public spaces, can all become places for this new kind of agriculture.

Chaired by: **Emilio Bertoncini**, author of *Orticultura (eroica) urbana*

With

**Marcos José de Abreu**, Slow Food Brazil and CONSEA

National Council of Food Security and Nutrition, Brazil

**Claudio Arbib**, University Della Sapienza of Rome

**Kathryn Underwood**, co-founder of Slow Food Detroit Central City, USA

**Anna Hochreutener**, Wab3, Switzerland

### 3 pm - Sala Agricoltura Familiare (Sala Rossa)

#### **GMOs: A Question of Rules, Rights and Responsibility**

What is the current situation regarding GMO regulation? What are the next steps that need to be taken so that European citizens can decide what to grow, what to eat and how to inform themselves about the diets of animals that they eat?

*This conference is organized as part of the project "Oltre Rio +20- www.seminailcambiamento.org" with the contribution of the Ministry of Foreign Affairs and International Cooperation*

Chaired by **Stefano Masini**, Task Force for GMO-Free Italy  
With

**Jorge Rulli**, GRR Grupo de Rural Reflexión, Argentina  
**Adelita San Vicente Tello**, executive director of

Fundación Semillas de Vida, Mexico

**Manuela Giovanetti**, University of Pisa

**Marco Contiero**, Greenpeace European Union

### 3 pm – Sala Gialla

#### **Lectio Magistralis. Tomaso Montanari, lecturer of Modern Art History, University of Naples Federico II.**

Italy's cultural heritage, who does it belong to and how to protect it.

### 3.30 – 4 pm – Sala Redfish

*Closing*

### 4.30 pm - Earth Workshop

#### **Natural or Selected? The Role of Cultures in Quality Cheese**

An exploration of a salient topic in both industrial and artisanal cheese production. Fermentation is always more reliable with selected, pre-packaged starter cultures. But there is another way!

### 5 pm – Sala ITM Network

*Indigenous Voices*

### 6 pm – Sala ITM Network

*Onwards: Indigenous Music*



### SFYN @ TERRA MADRE – Additional programming

*How can we create an open, dynamic atmosphere at the stand that stimulates interaction based on shared interests and ambition across borders?*

**The following Slow Food Youth Network events are open to all and happening throughout the day:**

#### **Information Desk**

11.00-23.00 – SFYN Stand

Blind dates, membership will be coordinated through here.

#### **World of Ambitions**

11.00-23.00 – SFYN Stand

We've printed a world map (Hobo-Dyer edition) and will actively encourage everyone to write down his or her personal ambition for the next few years on the small blackboard. A Polaroid of them holding this ambition will be pinned on the map, on their current location. Different coloured pins can be used to indicate profession or main interests; strings can be used to indicate existing or newly made connections between other SFYN-ers.

#### **Blind date Buddy Blog**

*On specified times, coordinated through the information desk*

There are over 275 events on the Terra Madre calendar. Basically anyone can sign up for an event based on personal interest, and if they're lucky they get to go, paired up with someone they (hopefully) haven't met before, but with whom they share this interest. We might ask them to write a short blog on their experience, possibly based on a question that we give them in advance.

#### **Broadcast Slow Food Radio**

*Times to be announced at the SFYN Stand*

Slow Food is starting its own web radio, and SFYN has the possibility to create a specific radio program where we can broadcast about new interesting food projects, youth and agriculture, SFYN events and much much more. Help us design our new way of communication and collect awesome material during Terra Madre!





# Salone Internazionale del Gusto *Terra madre* 2014

Torino • Lingotto Fiere • **23-27** ottobre  
*October 23-27*

## Tutti a bordo! Arriva l'Arca del Gusto



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