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Terra<sup>®</sup>  
madre  
day

LOVE  
THE EARTH

DEFEND THE FUTURE

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madre  
day

## Welcome

### Terra Madre Day Love the Earth, Defend the Future

*In 2009, the very first Terra Madre Day organized by Slow Food saw more than 1,000 events take place across 120 countries in one of the largest collective occasions celebrating food diversity and the right to good, clean and fair food ever achieved on a global scale. Since then, every year on December 10, Slow Food convivia and Terra Madre communities have brought the voice of small-scale farmers and producers, responsible chefs and concerned consumers to their regions, expressing how our global campaign for better food begins with local sustainable economies that make our lives more pleasurable. This year, we need your help to spread the word about the fundraiser Love the Earth, Defend the Future. Remember that your small contributions can make a big change for Slow Food to continue its work independently.*

**Visit the site** for some inspiration from the events that have taken place on previous Terra Madre Days.

*Thank you for your work, and integral role in this global revolution with local roots,*

**Best regards,**

Carlo Petrini  
Slow Food President

## Our Vision



The worldwide Terra Madre network is working to create an **alternative model** of food production and consumption, in line with Slow Food's philosophy of **good, clean and fair**: good for our palate, clean for humans, animals and the environment, and fair for producers and consumers.



Launched by Slow Food in 2009, this global project unites food communities from **160 countries** who share a vision for food production rooted in local economies and with respect for the environment, traditional knowledge, biological diversity and taste.



Whether it is creating school gardens or producing honey, safeguarding indigenous food varieties or creating new local markets, the daily work of the network's **small-scale farmers, fishers, breeders** and artisan **producers**, as well as **chefs**, educators and **youth** are political acts for a better food future.



Terra Madre Day is an opportunity for the entire Slow Food network to **celebrate local food** and **promote sustainable production and consumption** to their communities and local decision makers. Thousands of actions in all corners of the world highlight our **united vision** and the **diversity** we are striving to maintain.



Terra Madre Day also highlights our projects to safeguard **food biodiversity**, bring **taste education** to adults and children and **connect producers with consumers**.



## When, How, Who, Where, What...

**When:** Every year on December 10, the anniversary of Slow Food.

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

**Who:** All those who share Slow Food's philosophy, starting from Slow Food convivia, Terra Madre food communities, chefs, academics, youth, Presidia and Ark of Taste producers, and school garden projects. Invite the general public to participate, including journalists, local authorities and representatives from other organizations.

**Where:** Activities to celebrate Terra Madre Day are taking place in a wide variety of locations, in many countries across the world: in cities and rural areas, in schools or community centers, in cinemas or on farms, in restaurants or at home, or even on a boat!

**What:** Terra Madre Day could be celebrated by organizing a wide range of activities. Check the next part about event ideas for some of our suggestions.



## Terra Madre Day Event Ideas

### **Campaigns and Fundraising: this year's focus is Love the Earth, Defend the Future!**

Protecting biodiversity is one of the fundamental objectives Slow Food is working on. This year, we need the help of our global Terra Madre network on Terra Madre Day!

Slow Food's first international fundraising campaign Love the Earth Defend the Future is the main focus of this year's Terra Madre Day where we call all our convivia around the world to take advantage of this day to spread the word about the campaign.

By using the hashtags **#lovetheearth #defendthefuture**, tag your posts and call for donations to:  
<http://donate.slowfood.com/en/>

Remember to emphasize that small contributions make a big change for the outcome of this campaign.

### **Celebratory Communal Meal**

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

### **Excursion to Producers**

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

### **Film and Cultural Events**

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

### **Thematic Activities**

Dedicating an event to a specific food, issue or tradition can be a way to focus attention on something important to your community or convivium. In Uganda, an event focused on hunting down rare varieties of fruit and vegetables to protect biodiversity, while in Canada, participants celebrated their native blueberries at a local farmers' market.

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

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

### **Local Terra Madre Gatherings**

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



## Some Event Examples

### Celebratory Communal Meal

The Slow Food East Cork Convivium in Ireland held a Terra Madre Feast as part of the Terra Madre Day celebrations. All generations of the local community came together for a meal of local foods, where they could meet the artisan producers: farmers, fishers, cheesemakers, bakers, charcutiers, and chocolatiers.

Meanwhile, 20 women gathered in Manpur, India to cook and share local dishes and document traditional recipes and diets. The women, sang, danced and prayed together and organized performances on the topic of organic farming and traditional food.

Slow Food Malta Convivium's inaugural event, "A Peasant Meal of the 1830s", gave diners a taste of the culinary practices of Maltese peasants in the first half of the 19th century. The event was realized by academics and students from the Terra Madre network, in collaboration with the Centre of Cultural and Heritage Studies. Students prepared the historical dishes of this era, including rustic, traditional bread.

### Excursion to Producers

In Chile, the Frontera del Sur Convivium celebrated Terra Madre Day by dedicating a full day excursion to visit farmers in the immediate region. Participants walked between locations, visiting the men and women that work in the fields and produce artisan food, talking with producers, understanding how they produce their specialties and bought food directly from farmers

In Canada, some of the convivia organize an annual Slow Food Cycle Tour - a self-guided, excursion on bicycle, visiting selected farms and producers to learn more about their work and sample their products.

In France, the Roussillon Convivium held an excursion by train to producers in the Saillagouse region. Climbing steadily along a 63-kilometer route from Villefranche du Conflan, the group stopped at various villages to meet artisan mustard producers, local cheesemakers and pork butchers. They ended with a convivial open-air barbecue using these and other local products.



## Film and Cultural Events

In Bangladesh, the Pabna Terra Madre food community celebrated thousands of years of history of folk music with a folk festival on Terra Madre Day. Almost four hundred people participated in the event, with discussions, traditional food and music, with farmers playing traditional instruments.

In India, the people of Varanasi shared and relived the coming together of food communities at the Terra Madre 2008 world meeting with a photo exhibition telling the story of this five-day event. Visitors saw the many cultures, lifestyles and lands brought together at the world meeting, told through the faces and expressions of small-scale producers from around the world.

Slow Food on Film Mar de Plata was organized by the Mar de Plata convivium in Argentina to promote a critical awareness of food culture through a culinary cinema program. In addition, a small fair was held concurrently to provide Terra Madre producers with an opportunity to meet the viewing public.

## Thematic Activities

In Safranbolu, Turkey, a city named after its native saffron, which several years ago came close to extinction, the Ankara convivium focused on this local crop for its Terra Madre Day celebrations with Return of the Saffron Harvest. A large cauldron of a saffron pudding was prepared and shared by villagers, local chefs, culinary students and other guests in an effort to increase use of this local saffron in restaurants, homes and gastronomic tourism.

In celebration of a rare breed, the Daylesford Convivium (UK) hosted the Gloucester Cattle Story, a display and tasting session dedicated to this ancient breed native to Gloucestershire and responsible for two of the five Slow Food Presidia that exist in the country.

The Central Convivium in Uganda chose to focus on the protection of biodiversity for their Terra Madre event. With a wide array of fruits and vegetables once frequently eaten but no longer commonly available in Uganda, the convivium asked members from various parts of the country to track down some of these varieties and introduce them to the public on Terra Madre Day. The day included seed exchange and collection.

In Australia, the cost versus value of food inspired the Slow Food Canberra's Terra Madre Day event, the Slow Soup Kitchen, where over 1,000 people enjoyed a range of soups prepared from local ingredients and paid what they thought the meal was worth, and what they could afford, to bring attention to the real value of food.



## Food and Taste Education Activities

For Terra Madre Day, the Klang Valley Convivium in Malaysia held an event to help children and youth understand the importance of local and traditional food. The convivium organized talks, cooking demonstrations of traditional food, garden visits and children's activities such as a 'silent guessing game' where children had to guess mimed actions related to farming processes and a 'shopping hunt' activity where they were given a list of vegetables to then identify at the market.

Around 200 Canadian school children stepped into a sensorial world to discover more about taste when they completed the interactive activity Journey to the Origins of Taste - developed by Slow Food and presented by Slow Food Toronto and Slow Food Prince Edward County at a Maple Syrup Festival in April 2009. The course, which includes an introductory video, a range of tasting games and a guided tasting, is suitable to be used with adults and children, and in various situations: from fairs to the classrooms or even at home.

More than 160 children and 17 teachers from schools across the Mukono district in Uganda attended a 'Fruit and Juice Party', organized by Slow Food Mukono and Terra Madre communities to introduce children to the region's many wild fruits. Activities throughout the day focused on tasting the wide variety of fruits found in local gardens, and workshops about nutrition and sustainable agricultural projects in Ugandan schools.

## Local Terra Madre Gatherings

The first ever Terra Madre Balkans held in July 2010 brought together 16 representatives from Croatia, Bosnia and Herzegovina, Serbia, UNMIK Kosovo, Macedonia, Albania, Romania, Bulgaria, Greece and Turkey for the four-day event which featured an exhibition area as well as conferences and workshops on the topics of sustainable food production and rural tourism development in the region. The meeting took a central focus on locally relevant topics such as the fate of traditional foods in light of EU-membership and support for small-scale traditional producers in the face of growing threats from regulations and the food industry.

Terra Madre Argentina was held in July 2010, bringing together farmers, fishers, producers of good, clean and fair products, chefs, students, academics and responsible and interested consumers (co-producers) to exchange ideas and strengthen their network. Delegates participated in seminars and discussions based on themes of common interest, developing solutions for everyday problems inherent in systems of food production and consumption. The event featured presentations on issues such as sustainable fish and biodiversity, a showcase of traditional foods, an area dedicated to taste education, and a multimedia area with documentaries produced by members of the Terra Madre network.





## How do you organize a Terra Madre Day activity?

### 1. Form a planning committee

Our tendency as organizers is to work with the friends we already have and with the communities we already know. This is a great place to start, but our campaign can be more effective – and have more impact – if we reach out to people we don't already know and invite them to participate in planning.

We suggest you start off inviting anyone who wants to join your initiative to come together and talk through what you can accomplish as a group. Set a date and place to meet: hold the meeting as quickly as possible, as you'll need plenty of lead-time to organize your event.

### 2. Choose your initiative and location

With your planning group, discuss ideas for the kind of initiative you can organize. Spend some time thinking about your city or town, its values and the current food setting. What makes it unique or what would you like to see improved? Then think about the audience you want to reach – parents, teachers, young people, politicians, press, or just a small group of members etc. What will attract them? Why should they come to your event? What will make your event accessible and meaningful?

Remember you can be creative with your location because every region has different food related issues. It could be held on a farm or at a community center, local cinema/restaurant/school, take the form of a neighborhood party or a tour by bike, foot, train or car.

### 3. Get your community involved and spread the word

Once you have the details of your initiative secured, start spreading the word. See the section below on *Promoting Your Initiative*. Promote it as widely as you can to appeal to as many people as you would like to attend. Don't forget to provide information such as directions and access (by car, public transport etc), and let people know what they must bring.





#### 4. Run through your logistics checklist

Make a checklist ahead of time of things you will need to do before and on the day. Depending on your event, here are some examples of things you might need to consider for your checklist:

- Have you secured your location and any necessary permits?
- Have you organized tables and chairs if needed? If your location does not have tables, ask local businesses or community centers to loan you them for the day. If you want to be more flexible and accommodate more people, make it a picnic set-up and sit on blankets
- Have you provided directions and told people what to bring?
- Have you organized dishes and utensils, if needed? You can tell people to bring their own plate, cup and silverware in order to reduce waste.
- Have you organized a way to provide tap water for the event to avoid using bottled water? Filling up recyclable bottles or large casks could be an option.
- Have you organized all the materials to bring, e.g. sign in sheets, pens, clipboards, signs or banners, a microphone, camera, notebooks for any note-taking required (e.g. in taste education)?
- Have you assigned someone to look after any press or guest speakers coming? Assign someone to greet, introduce them and make them feel welcome.
- Have you assigned someone to take photos or video of the day?
- Have you assigned a sign-in contact? Be ready to gather attendees' names, email addresses and phone numbers during the event to build a contact list for future reference.

#### 5. Do it!

Take pictures, collect email addresses and have fun! Remember to share all your successful events with us on the official Facebook event of Terra Madre Day hosted by Slow Food International





## Promoting your Event

### Press Releases

A press release can help promote your Terra Madre Day initiative in local media. To make it effective, use each of the *five Ws* as a key component and write a few brief sentences to describe each. It should be brief and inviting. Here are some examples:

*Who: Slow Food [insert your convivium's name] Convivium's Terra Madre Day Initiative*

*What: Slow Food [x] Convivium is planning a [insert brief event description e.g. a taste education workshop] to celebrate eating locally in our area.*

*Where: [insert locations and directions]*

*When: December 10 [insert time]*

*Why: A sentence about why you are joining the worldwide Terra Madre Day, and the local significance.*

### Letters to the editor

Find out what your local newspaper accepts in terms of word count and any other guidelines. Here are some basic points to keep in mind:

- Think of new ways to discuss the topic and present unique solutions to the challenge. Highlight the benefits to the local region.
- Write clearly and concisely, following the limitations usually given on the editorial page or letters-to-the-editor page.
- Include your major points within the first few paragraphs. Use statistics and facts to support your argument.
- Type your letter and double space between the lines.
- Sign your name and include your phone number and email, as newspapers/magazines will verify you are who you say.
- Mail, fax or email your letter to the address listed for the publication.
- Call the editor to verify receipt and ask when they will be able to run your letter.

## Posters and fliers

Use the graphic materials provided by Slow Food to create posters and fliers and distribute them in the places your audience will see them: schools, community centers, the library, farmers' markets, grocery stores, etc. You can find printable materials on Terra Madre Day Materials section on <http://www.slowfood.com/what-we-do/international-events/terra-madre-day/graphics/>

Use the e-card provided in the kit or turn your own flier into a PDF and send it to your mailing list, asking everyone to print it out and post it at his/her workplace, school, gym, etc.

## Internet

Share your planned activities on the Terra Madre Day Facebook event. This will let Slow Food, as well as people all around the world know what you are doing.

Post your event details on as many online forums as possible, such as:

- Your own personal or convivium website
- Facebook or Twitter
- Other websites your audience goes to for information (e.g. Craigslist, Meetup.com, local blogs, local events listings, etc.).

As well as distributing any fliers by email, make sure to email all your contacts letting them know what you are doing, why as well as the details to attend. Ask them to pass the information on to their contacts as well.

## Social Networking

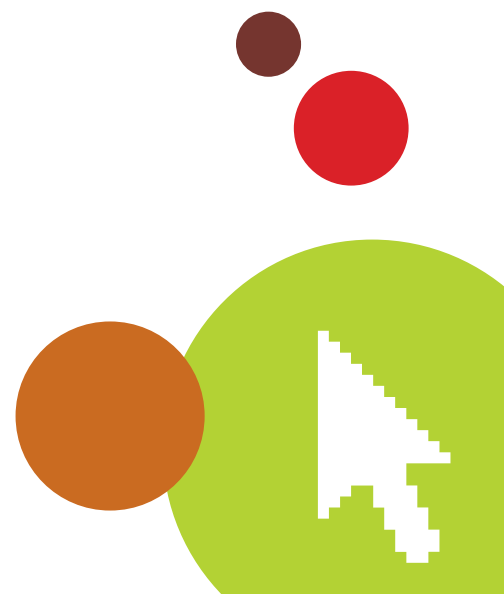
Social networking websites and tools such as Facebook and Twitter can be very effective if usage is high in your community/ area. You can use these tools to publicize your event, increase your number of participants, and spread your message. Make sure to follow Slow Food International on social media to keep in touch and contribute to updates:

- 'Like' us on facebook - [facebook.com/slowfoodinternational](https://www.facebook.com/slowfoodinternational)
- follow @SlowFoodHQ on Twitter for live-updates during the event, and to tweet along with us on Terra Madre Day.

Don't forget to use the hashtag **#TMD2016** together with **#lovetheearth #defendthefuture**

## Collaborate with convivia, communities, national or regional SF groups

Terra Madre Day is a great opportunity to build connections and meet people who believe in the same goals in your area. If you part of a Slow Food convivium, but have not been in contact with Terra Madre communities in your region, or vice versus, join forces to create an even more effective event. In some cases several convivia and food communities may wish to work together on a regional event. Visit the website to find networks close to you. You can find all the Terra Madre networks on <http://www.terramadre.info/en/food-communities/>





## Making it Last

There are plenty of ways you can make your Terra Madre Day initiative have a lasting impact.

Terra Madre Day could be the perfect opportunity to launch or promote a local project. Alternatively, it could be used to highlight a local product that is good, clean and fair, has a connection to the culture and history of your local area, and that is in danger of disappearing or is not sufficiently recognized. There are countless ways to include this in your event – making it the focus of a taste workshop or a dinner, a visit to the producer, etc.

Collect names and contact details (especially email addresses) of supporters that join you on the day, and stay in touch with them. You can do this beforehand, by keeping a list of people you expect to attend, but make sure you also have a method for taking the details for people who turn up on the day.

Hand out printed materials that will help Terra Madre Day and Slow Food last in the memories of newcomers.

Following the event, stay in contact with those who have participated and use the opportunity to strengthen your connections with other organizations, local authorities and community members in order to build a stronger network for the development of good, clean and fair food production and consumption in your region.

Follow up with anyone who is not already a Slow Food member, and invite them to join your convivium, either by directing them to the Slow Food International website 'join us' page, or directly with the convivium leader.

### Share Your Photos using #TMD2016

A photograph of your event is perhaps your most powerful action for the day – an image that shows the world that you are standing up to support sustainable local food. Here are some tips:

1. Allocate an official photographer who has a good camera and will focus on the job.
2. Encourage them to take creative photographs – take shots of groups, the event in process, food or other details.... try different angles or closer and further away. This will allow you a choice from which you can select your best images.
3. Ensure that Terra Madre Day logo is visible in one of the photos you share – the flag if you have one, a poster, on a menu, sculpted into the sand – whatever it is, this is the aspect that will unite our photos globally.
4. Show people celebrating. Whether over a dinner table, digging a garden or parading in the streets, try to make sure that your actions and passion make it into the picture.
5. Show us where you are or what you are eating. If possible, let your photo tell a story – show your local landscape or typical foods of your region.
6. **Share with us!** We ask that you share your best photos as soon as you can on the official Terra Madre Day event on Facebook hosted by Slow Food International. Use the hash tag #TMD2016 for us to find your posts more easily!
7. Make sure to use your photos and stories locally as well. Post them on your website, Facebook page or blog and send them to your local media.

## Frequently Asked Questions

### 1. Do I have to register my TMD plans?

You can simply let us know what you've got cooking by sharing on our official Terra Madre Day event on Facebook hosted by Slow Food International. Like us and follow the event!

### 2. Do I have to be a convivium leader/Slow Food member in order to organize a Terra Madre Day initiative?

No, you do not need to be a Slow Food convivium leader to organize a Terra Madre Day initiative. Anyone who believes in the Slow Food principles of good, clean and fair food can organize an event to celebrate Terra Madre Day in their community. However, Slow Food is a membership-driven organization and new members means that our network can reach out to an even bigger audience. To become a Slow Food member please visit [www.slowfood.com](http://www.slowfood.com).

To find and get in touch with Slow Food convivia in your area, in order to join forces and celebrate Terra Madre Day together, visit <http://www.slowfood.com/about-us/where-we-are/>

### 3. Do I have to be part of a Terra Madre food community or a Slow Food Presidium to organize a Terra Madre Day initiative?

You do not need to be part of a food community or a Slow Food Presidium to organize a Terra Madre Day initiative. But check out if there are any Terra Madre communities or Presidia in your area, so that you can join forces and celebrate Terra Madre Day together.

To find a Terra Madre community in your area please visit:  
<http://www.terramadre.info/en/food-communities/>

To find a Slow Food Presidium in your area please visit:  
<http://www.fondazione Slow Food.com/en/slow-food-presidia/>

### 4. Are Terra Madre Day initiatives only to be held on December 10, or is there some flexibility in the date?

December 10 was chosen as Terra Madre Day to coincide with Slow Food's birthday. Having thousands of people in hundreds of places organizing an initiative on the same day will make our voice louder and our message stronger. However, if this day is not convenient, we understand that some communities may want to organize their initiative before or after the date. Therefore, anything organized within the week around December 10 can be considered as part of the celebrations for the Terra Madre Day.

### 5. Will I need to raise funds to organize a Terra Madre Day initiative?

You may need to raise funds to cover some costs involved in your Terra Madre Day initiative. However, please keep in mind that you do not need to organize anything big or expensive. Try to involve as many people as possible to assist. For example, if you plan to organize a picnic, a core group of volunteers will be essential to organizing the event and running it on the day; a local Terra Madre chef may volunteer to cook; some farmers may offer their produce; and local businesses or community centers may be able to lend tables and chairs, etc.



**6. How many people should be invited to each Terra Madre Day initiative?**

This is completely up to you: from a trip to a farm for ten people, to a shared picnic for 50 people, or a special lecture for 200, to a festival for 1000. However small or symbolic, each initiative is an important step to raising the profile of Slow Food's goal of improving our current food system, and to strengthening your local network for change.

**7. Will Slow Food provide material (leaflets, posters, banners, badges...)?**

Yes, Slow Food has graphic templates available on the site, which can be used to create leaflets, posters, banners etc. to help promote your Terra Madre Day event. You can download these materials on the Terra Madre Day section on our website.

**8. How can I make a donation for Slow Food?**

Many Terra Madre Day events choose to raise funds to contribute towards Slow Food projects. Your support will help us to assist small-scale producers in developing countries, and to strengthen local economics through support for Presidia projects and Terra Madre food communities.

You can encourage modest donations as part of the recent Love the Earth campaign at <http://donate.slowfood.com/en/>

**9. Whom do I contact for further enquiries?**

For more information send an email to [international@slowfood.com](mailto:international@slowfood.com)



  
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## Save an Endangered Food - Nominate a Product!

With communities around the world coming together in the name of local food, Terra Madre Day provides a fantastic opportunity to seek out and celebrate your community's local products that risk extinction within a few generations.

Through the Ark of Taste - a project to catalog foods at risk of disappearing - Slow Food is already working to save products that could be lost altogether. Anyone at anytime can nominate a product they want to save to the Ark of Taste.

The Ark travels the world collecting fruits, vegetables, animal breeds, cheeses, breads, sweets and cured meats that belong to the cultures, history and traditions of the entire planet. This December, the Ark will dock in more than 100 countries around the world on Terra Madre Day.

In the run up to the event, we are inviting you to consider additional products that could board the Ark, and come up with innovative ways to incorporate nominations and existing Ark products into your events. Whether as part of a picnic, festival, eat-in or market - there are a thousand ways to celebrate your local endangered foods and raise their profile.

First, nominate your product on the Ark of Taste online catalogue, and then mention it in your event description when you register your event.

Find out more about the Slow Food Ark of Taste at:

[www.slowfoodfoundation.org/ark](http://www.slowfoodfoundation.org/ark)