

Savoury dinners ... or agro-marketing?

How Slow Food movement relates
to traditional food products



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Slow Food ?

Protection of taste

Protection of food traditions

Protection of biodiversity

"Good, clean and fair" food

Sustainable local prosperity

Integrating - Networking - Holistic

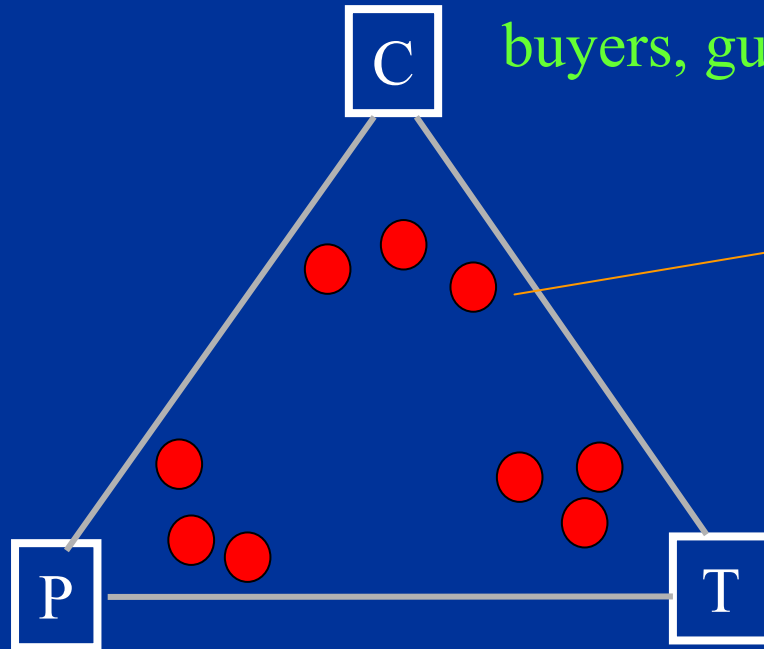
 Slow Food®



INTERESTED PARTNERS

Consumers:

buyers, guests, tourists



individuals

Production:

agriculture,
food-production, meal preparation

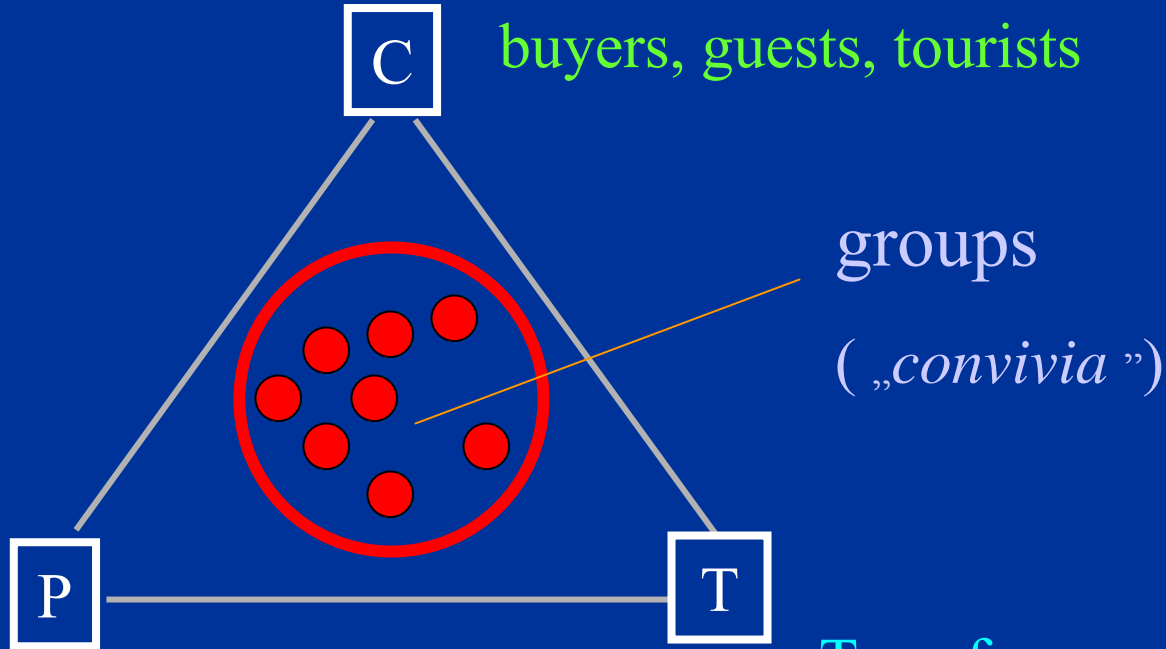
Transfer:

market
gastronomy

INTERESTED PARTNERS ARE CLOSER . . .

Consumers:

buyers, guests, tourists



groups

(„convivia ”)

Production:

agriculture,
food-production, meal preparation

Transfer:

market
gastronomy

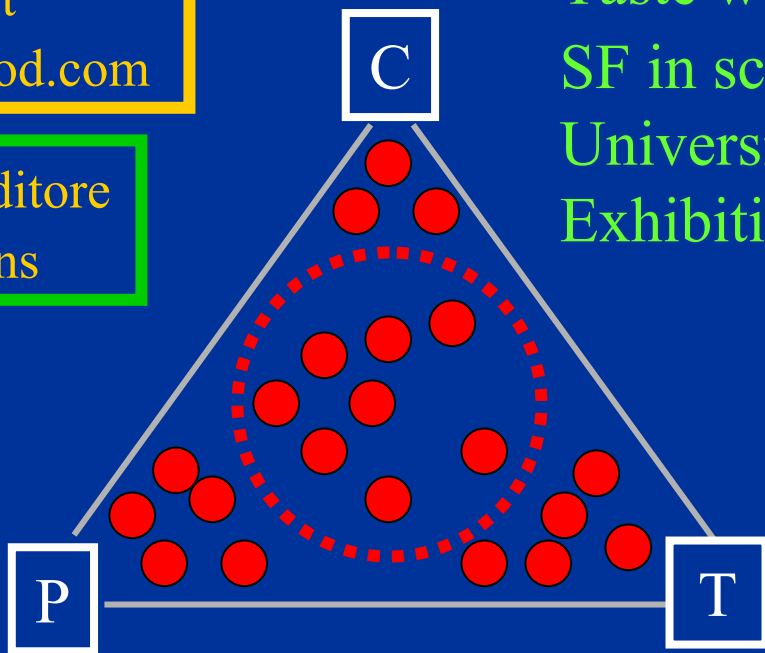
Slow Food International
Bra / Italy

PROGRAMS OF SLOW FOOD

Internet
www.slowfood.com

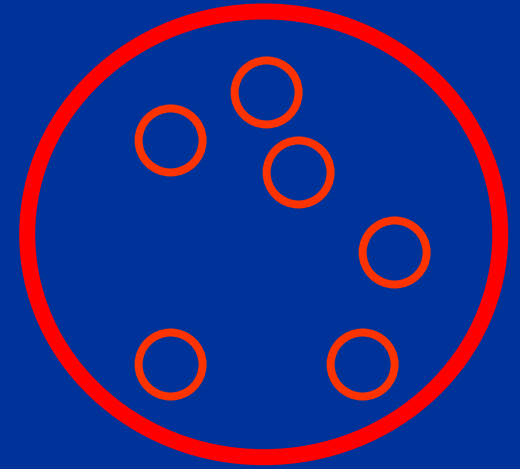
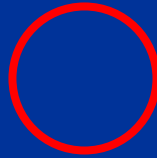
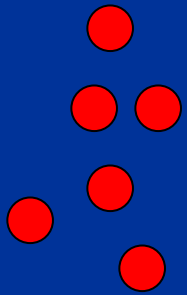
Slow Food Editore
publications

Taste workshops
SF in schools
University of Gastronomical Science
Exhibitions



Terra Madre
Biodiversity Fundation
Presidia
Master of Food
Slow Food award

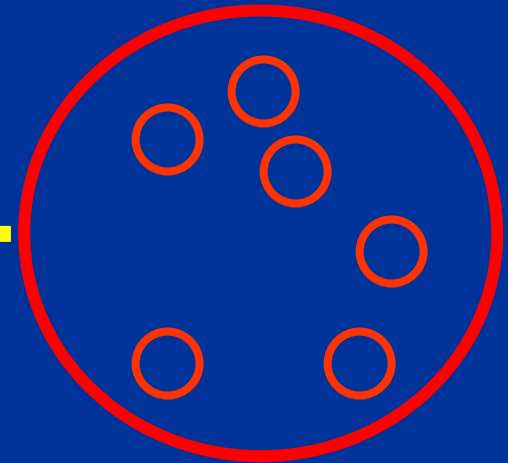
Market recognition
Salone del Gusto
Arc of Taste
Exhibitions



Individuals

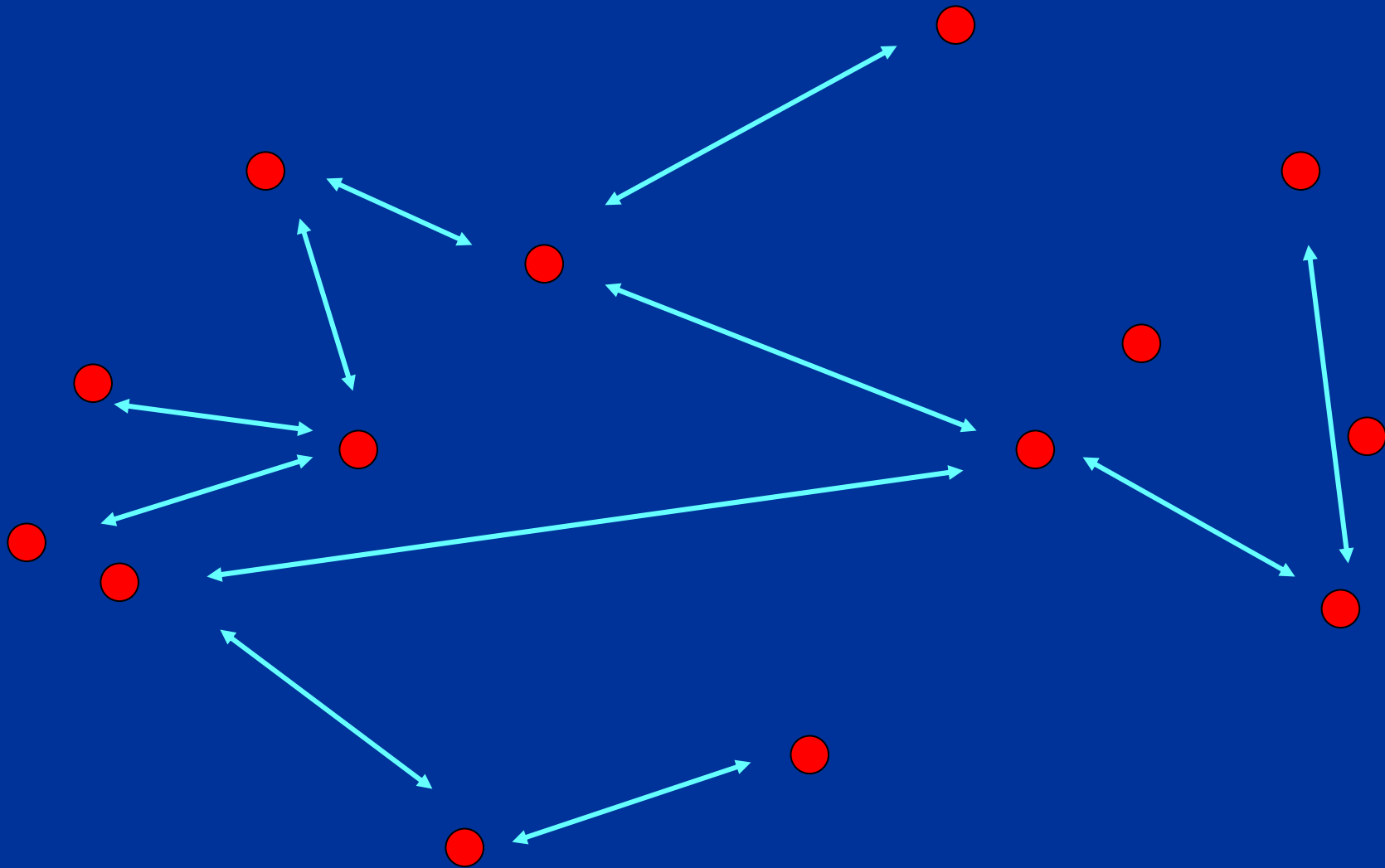
Local groups (convivia)

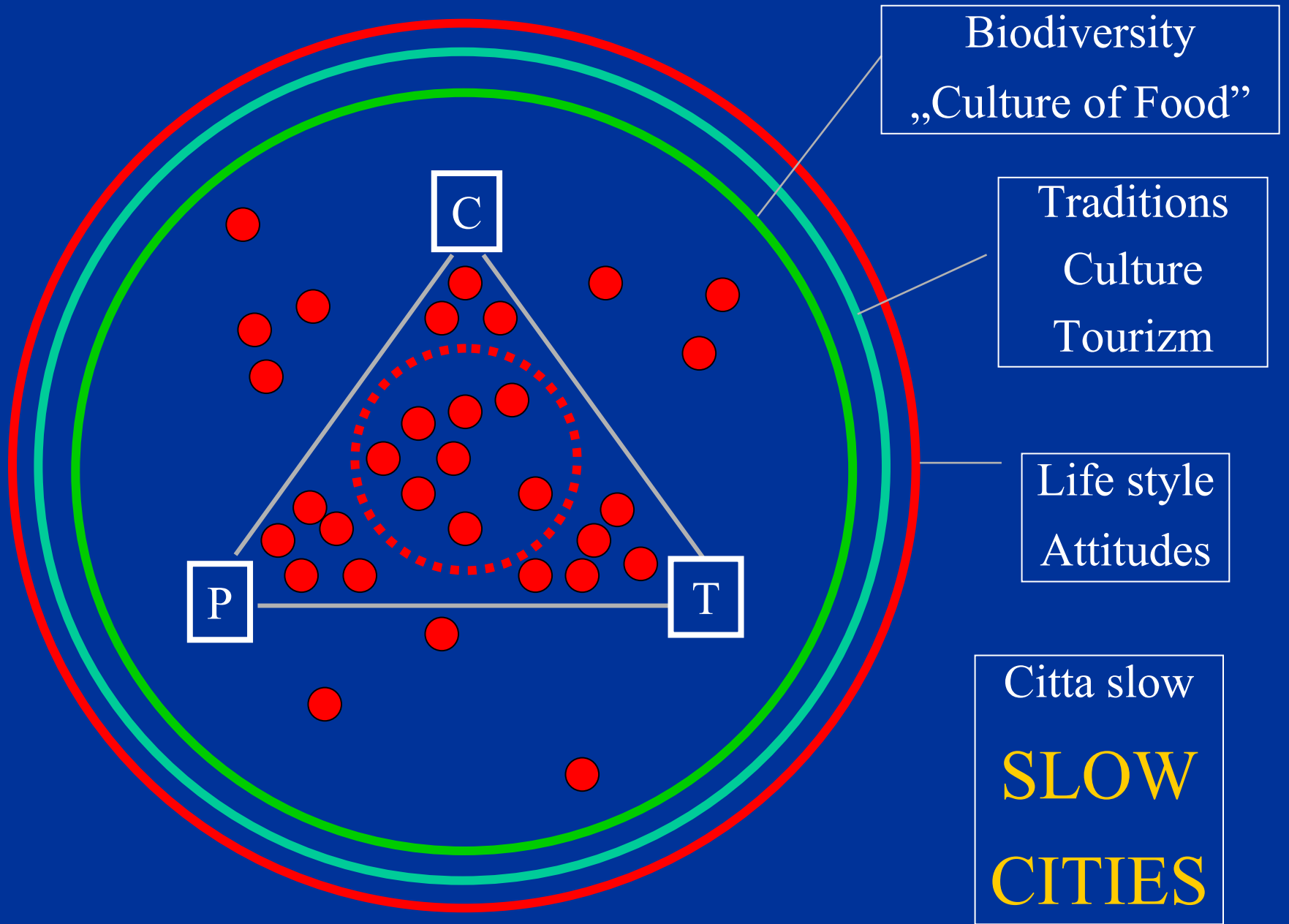
Movement



” LOCALIZATION ”

equilibrium





Biodiversity
„Culture of Food”

Traditions
Culture
Tourizm

Life style
Attitudes

Citta slow
SLOW
CITIES



THANK YOU