

# Slow Food activities in promotion of organic products

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#### Manufacturers - Products - Consumers

The manufacturers need securness, that their products will be bought The consumer wants a certain quality and needs knowledge

The mediator inbetween can be Slow Food with knowledgetransfer and active promotion of products

The power - and the responsability of the consumer as a coproducer: three times the day

- 1. Knowledge (about Biodiversity, Economy and regional value adding) Slow Food is ... and what does Slow Food do?
- 2. Activities in promotion



Knowledge (about Biodiversity, Economy and regional value adding)

#### Slow Food is:

A global grassroots organisation that envisions a world in which all people can access and enjoy food that is:

- good for them
- · good for those who grow it
- good for the planet
- 1986 Foundation of Slow Food Italy
- 1989 Foundation of Slow Food International
- 1992 Foundation of Slow Food Germany

SlowFood is organised in local groups and food communities, > 100.000 members, > 150 countries, > 1500 convivia; the network is joined by local authorities schools, associations, small scale producers, cooks and academics.



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Knowledge (about Biodiversity, Economy and regional value adding)

#### What does Slow Food do?

- Defend Biodiversity
- · Develop networks, like Terra Madre
- Food and Taste Education
- Connecting Producers and Consumers
- Support alternative forms of food production
- Campaign on issues such as GMOs
   Land Grabbing
   Slow Chees, - Fish, - Wine
   Food Sovereignty
   Young Generation
   Raw Milk







#### Knowledge (about Biodiversity, Economy and regional value adding)



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#### Knowledge (about Biodiversity, Economy and regional value adding)

#### Why local?

Taste: seasonal products, harvested when perfectly ripe

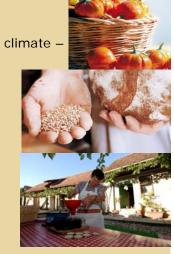
Biodiversity: locally suitable and varieties, - best adapted to soils and climate – rather than those selected for their ability to withstand long-distance transportation

Ensuring the survival of traditional, sustainable production methods, indigenous breeds and species and food varieties

Preservation and protection of the local landscape and regionality

Rural employment and upskilling

Better knowledge of and control over what we eat and how it is produced: aim is food sovereignty





## Knowledge (about Biodiversity, Economy and regional value adding) What do I mean by "regional value adding"

#### regional value adding Trade regional supraregional If someone spends 10 Euro in the supermarket, amount remain amount remain about 2 Euro remain in the regional 10,00 10,00 community and 8 leave the area!. 8,00 6,40 2,00 0,40 6,40 5,12 0,40 0,08 If someone spends 10 Euro to buy from 5,12 4,10 0,08 0,02 a regional producer, 8 Euro remain in the 4,10 3,28 0,02 0,00 regional community and 2 leave the area! 2,62 3,28 12,50 2,62 2,10 Buying regional products can generate 2.10 1.68 4 times more in the regional community 1,68 1,34 than buying supraregional! 1,34 1,07 1,07 0,86 Even if regional products would cost twice 0,69 as much - comparing the supraregional 0.86 0,55 products, the regional people would gain more! 0,69 0,55 0,44 0,010 0,012 49,950

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Activities in promotion

#### **Connecting Producers and Consumers**

Slow Food organizes some of the world's major food events:

- Salone del Gusto, Torino (I): 950 exhibitors, 130 countries
- Cheese, Bra (I): 150 exhibitors (100 from France)
- Slow Fisch, Bremen (D), 159 exhibitors, 30'000 visitors
- Markt des guten Geschmacks (Market for Good Taste)
   Stuttgart (D): 410 exhibitors, 55'000 visitors

as well as many smaller fairs, to showcase sustainable agriculture and artisan food production and connect producers with consumers that want to be aware of the impact of their food choices (we call these consumers co-producers). It also develops the Earth Market project, where producers sell their products directly to consumers and can explain first hand its qualities and production method.





Activities in promotion

What is Markt des guten Geschmacks? (Market for Good Taste)







#### Quality of exhibited products meet the following criteria:

- Traditionally and manually manufactured
- Free of genetically modified raw materials
- Free of additives, flavourings and yeast extract
- Free of synthetic sweeteners and chemically manufactured sweeteners

Rules for Cereals, Meat, Dairy products, Useful plants, Sweets, Beverages, Wine

Lets have a look into the fair 2009!

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Activities in promotion

Why Markt des guten Geschmacks? (Market for Good Taste)

- Highest Quality of food products on the whole Market
- Presentation of the best artisan food producers
- Visitors concentration interested in best quality
- Excellent marketing platform for the best products
- Every year a partner country (2012 Poland)

#### What about a Baltic country in 2013?

I invite you:

- to visite Slow Food Fair Stuttgart, April 12 15
- to present this market to your ministry!



die Slow Food Messe

12.- 15. April 2012 Messe Stuttgart





### Thank you for your attention!



die Slow Food Messe

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Messe Stuttgart

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