



Slow Food Foundation
for Biodiversity



Slow Food®

Labeling framework in Slow Food experience

What does Slow Food do?

Promotes a food model which respects the environment, traditional and cultural identities, capable of bringing consumers close to producers, creating a virtuous network of international relationships and greater sharing of knowledge.





The starting point: to save local varieties
because they are often the best adapted to the territory
They require less water and chemical inputs
They are a priceless cultural heritage



What we want to save is not just genetic material, **not just a catalogue of seeds**. Each product means seeds, land, culture, environmental and social sustainability, nutrition and taste.

Ecosystem – Bèarn Mountains (France)



Bèarn Mountains Cheese



Species = goat

Breed = Chamoisee goats of the Alps



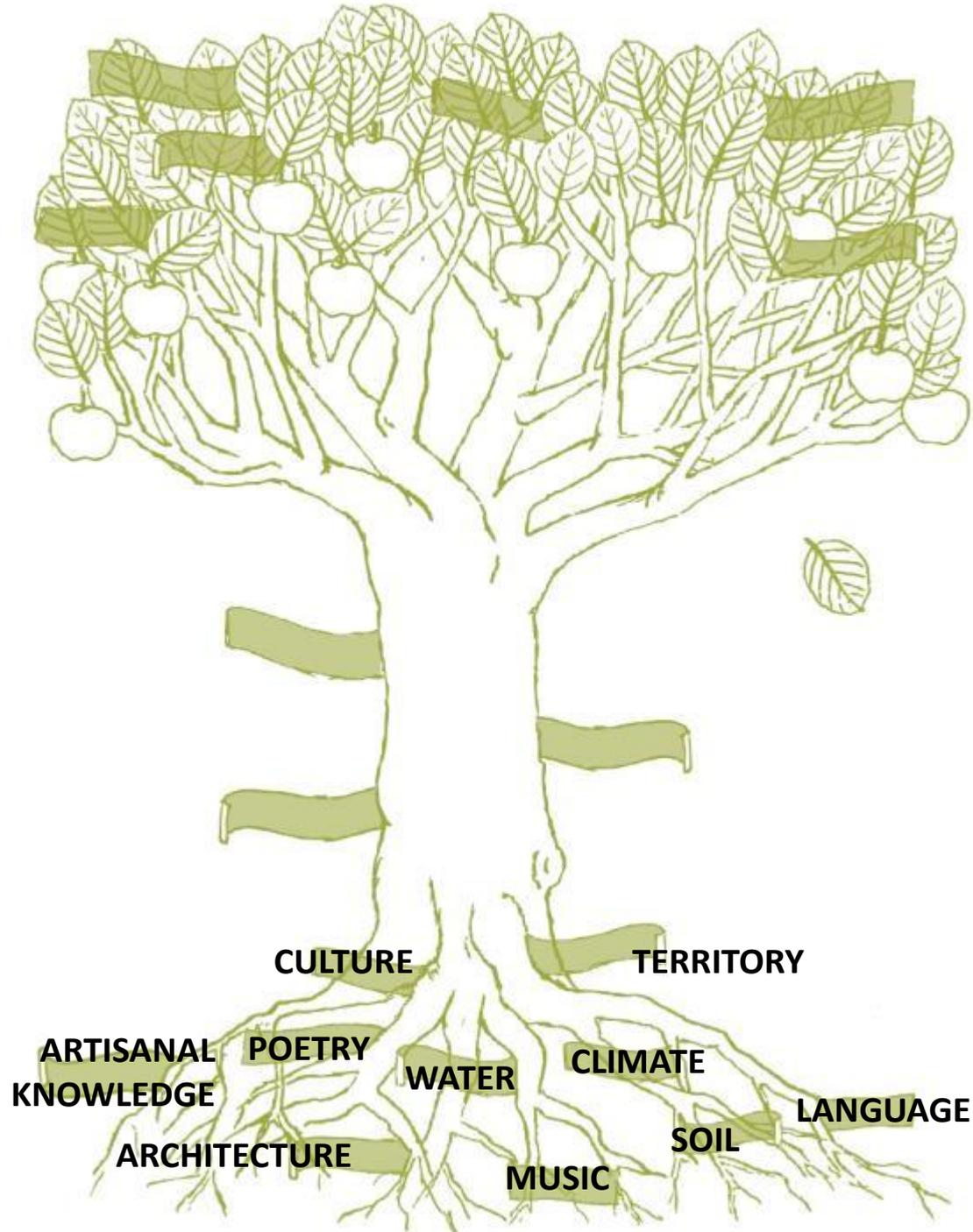
Population: Roccaverano goat

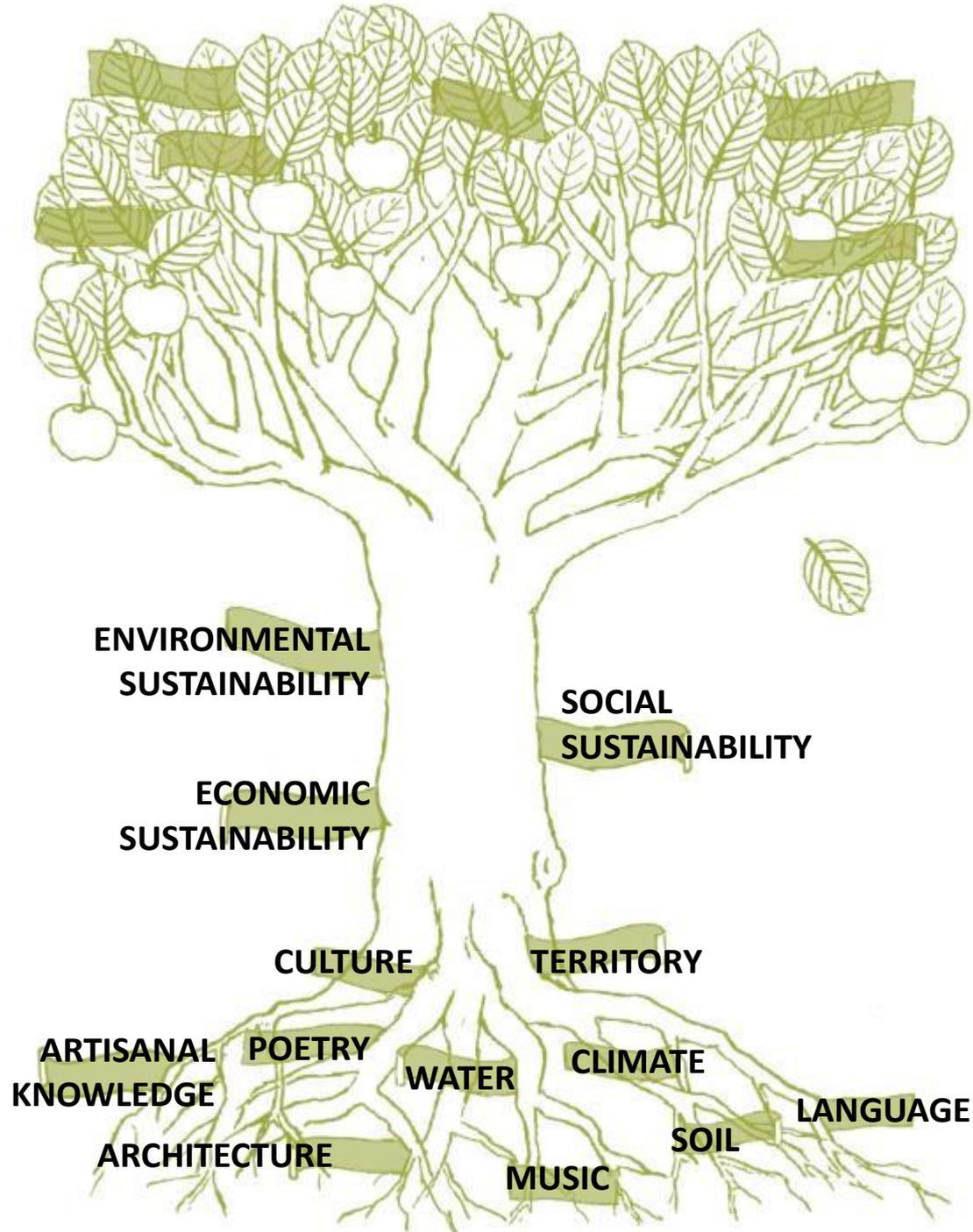


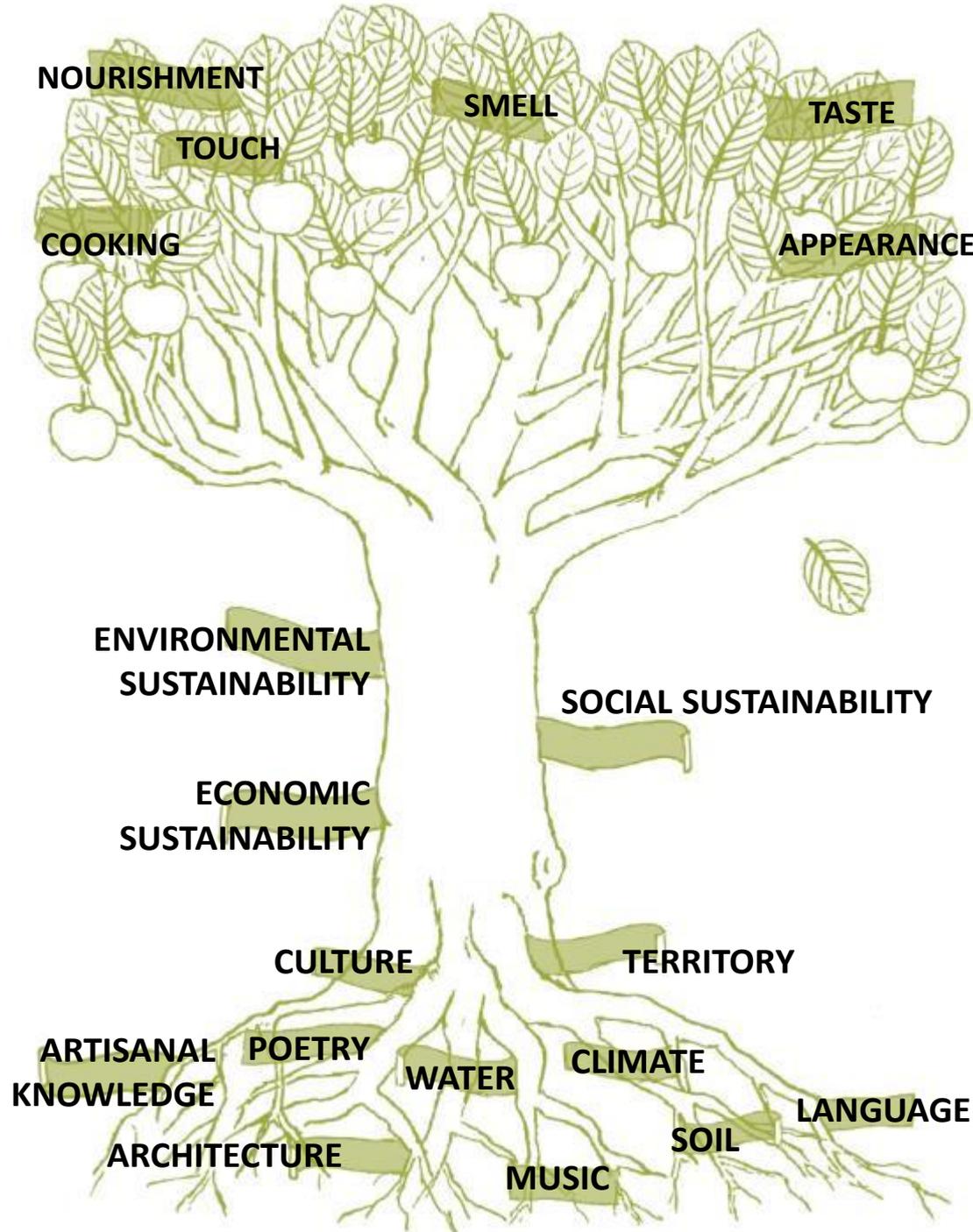
Roccamerano Cheese











Support to **Small-scale sustainable producers**

- **Ark of Taste** *started in 1996 now counting 947 products from 58 countries selected by 19 national commissions*
- **Presidia** *started in 1999 now counting 450 all over the world, involving more than 13.000 producers*





Our main project which develops our experience in labeling: the **Presidia**, which sustain quality productions at risk of extinction, protect unique ecosystems, save local varieties.

**A presidium can be carried out:
a traditional product at risk of extinction**



**A traditional production technique at risk of extinction
(e.g. fishing, breeding, processing or cultivating)**

Camogli Tonnarella Presidium - Italy



A rural landscape or ecosystem at risk of extinction

Maestrat millenary trees extra vergin oil Presidium - Spain





To create a Presidium two aspects must always be verified:

Environmental sustainability (“clean”)



Environmental sustainability (“clean”)



Social and economic sustainability (“fair”)



Social and economic sustainability (“fair”)



What effect they have?

- Recognition from community
- Creation of brand for artisan products
- Give producers a mean for promotion and development of their product
- Give consumers a guarantee of quality





Products must be:

- 1) of outstanding quality in terms of taste
- 2) linked to the memory and identity of a group, and can be a vegetable species, variety, ecotype or animal population that is well acclimatized over a medium-long period in a specific territory
- 3) linked environmentally, socio-economically and historically to a specific area
- 4) produced in limited quantities, by farms or by small-scale processing companies
- 5) threatened with either real or potential extinction



The Presidia idea is to prefigure a
NEW AGRICULTURE,
a kind of agriculture that
sustain the quality,
the animal welfare,
the sustainability,
the health and
the customers pleasure

An agriculture
a bit **ecologist**
and a bit **gastronomic**

International Presidia: economic outcomes

Presidium	Country	Launch Year	Initial Quantity Produced	Quantity Produced in 2010	% Change in Quantity Produced	Initial Price	2010 Price	% Change in Price	Initial Number of Producers	Number of Producers in 2010	% Change in Number of Producers
Hedmark and Oppland Counties Pultost	Norway	2009	320 q	450 q	41%	€20-40/kg	€20-40/kg	un- changed	8	9	13%
Limburg Ox	Germany	2009	30 oxen butchered between 32 and 39 months	35 oxen butchered between 32 and 39 months	17%	€5.20/100 kg butch- ered weight	€5.60/100 kg butch- ered weight	8%	12	20	67%
Jämtland Cellar Matured Goat Cheese	Sweden	2007	60 q	80 q	33%	€23.30/kg	€31/kg	33%	6	6	unchanged
Chaam Chicken	Netherlands	2005	300 chickens	1230 chickens	410%	€10/kg	€10.50/kg	5%	10	20	100%
Pozegaca Plum Slatko	Bosnia Herzegovina	2005	500 jars	3500 jars	600%	€2.50/kg	€4/kg	60%	3	7	133%
Imraguen Women's Mullet Bottarga	Mauritania	2006	1 q	7 q	600%	€30/kg	€70/kg	133%	12	280	2233%
Siwa Dates	Egypt	2006	900 q	950 q	6%	€3/kg	€4.50/kg	50%	20	87	335%
Wenchi Volcano Honey	Ethiopia	2006	10 q	3.85 q	-62%*	€2.60/kg	€4.30/kg	65%	26	40	54%
Umbu	Brazil	2004	250 q	1600 q	540%	€0.60/jar	€2.03/jar	238%	44	180	309%
Huehuetenango High-land Coffee	Guatemala	2003	337 q	690 q	105%	€1.12/kg	€3/kg	168%	40	170	325%
Chontalpa Cacao	Mexico	2008	30 q	110 q	267%	€2.21/kg	€3.75/kg	70%	6	25	317%
Rimbás Black Pepper	Malaysia	2006	5 q	50 q	900%	€ 2	€ 7	250%	4	10	150%

Presidia:

social outcomes

- Preservation of cultural identity
- Training, seminars, courses and technical assistance
- Coordinated efforts and democratic methods
- Relationships with local institutions
- Knowledge transmission
- Small family-run businesses, with variations depending on the type of production





Slow Food role:

- identifies **production area** and collects all the needed informations
- focalizes **criticisms** and suggests possible **solutions**
- offers **assistance** to the producers for mantaining the high **organolectic quality** of their products
- helps producers to create an **association of farmers** and to elaborate a **production protocol**





BUILD A PRESIDIUM STEP BY STEP:

Fill out the Presidium application form

those wishing to request the creation of a new Presidium must fill out the application form
(which can be downloaded from the website)

Presidia are technically coordinated by the **Slow Food Foundation for Biodiversity**, which:

- receives requests for new projects;
- collects and reviews support material for a nomination; organizes initial visits to producers;
- and officially authorizes the Presidium launch.

Organize an initial visit to producers

If the application is valid, the Foundation can organize an initial visit to producers along with the local Slow Food contacts.

The visit must examine production sites and include a meeting with local contacts (convivium leaders, experts, institutions, potential sponsors) and a meeting with all interested producers

Draw up a PRODUCTION PROTOCOL

For each product category, specific guidelines exist (available on the Foundation website), which should be used to guide the drafting of Presidia protocol.

The guide- lines include, for example:

- the obligation to use raw milk in cheesemaking;
- prohibit the use of chemical flavors, preservatives and additives;
- require sustainable forms of farming and fishing;
- obligate the safeguarding of traditional production techniques and sites; etc.

Fundamental aspects of the protocol

The protocol precisely defines the area of production, documents the history of the product and describes in detail all phases of cultivation (or breeding) and processing.

It strengthens the awareness of producers who are often working together for the first time to compare production techniques and put their knowledge on paper.

The protocol must be approved both by the Foundation and the producers.



THE PRODUCTION PROTOCOL MUST BE WRITTEN TOGHETER WITH THE PRODUCERS !



Formaggio vaccino a latte crudo



Presidio Slow Food®

I Presidi sono progetti di Slow Food che tutelano piccole produzioni di qualità da salvaguardare, realizzate secondo pratiche tradizionali.
www.presidislowfood.it

Animali: circa 80 vacche di razza bruna e meticcias, allevate allo stato semibrado. Le vacche sono libere di muoversi, quando sono in stalla non vengono mai legate alla catena. Tutte hanno un nome.

Alimentazione: nella bella stagione le vacche pascolano (su circa 50 ettari nel Parco delle Madonie) e mangiano foraggio fresco, nella stagione fredda sono nutrite con fieno locale, proveniente da zone limitrofe. L'erba e il fieno sono integrati con una miscela di cereali sfarinati quali grano, orzo, favino, soia e mais, secondo i **principi dell'agricoltura biologica**. Non si impiegano insilati di mais.

Tutti i prodotti utilizzati nell'alimentazione del bestiame sono **OGM FREE**.

Lavorazione: al latte scaldato a una temperatura di 36-38° si aggiunge il caglio in pasta. Una volta estratta, la cagliata è posta a maturare in contenitore di legno per 24 ore.

La filatura e la formatura sono eseguite a mano. L'abilità del casaro è fondamentale per ottenere la giusta consistenza e la caratteristica forma a pera, detta **incuppatina**. Salatura in salamoia con il sale delle miniere delle Madonie. Non si aggiungono fermenti industriali.

Stagionatura in cantina non inferiore ai 60 giorni.

Conservazione: in luogo fresco e ventilato oppure in frigo, nella zona meno fredda, avvolta in un telo di cotone o lino.

Slow Food has always emphasized the importance of transparency in food labelling so consumers can be properly informed on the quality, wholesomeness and traceability of the foods they consume. This enables them to make informed choices.



To judge the quality of a product, chemical or physical analyses are not enough, and not even tasting is sufficient. Any technical approach will not take into consideration all that is behind a product – the origin, history, processing technique – and does not allow the consumer to understand if a food is produced in a way that respect the environment or social justice.





Frequently, the most healthy and authentic products are the ones that are penalized: their labels are legal but inadequate, and do not do justice to the extraordinary cheeses, sweets, cured meats and genuine artisanal foods to which they are applied.



The quality of a food product is first and foremost a narrative, that begins with the origins of the product (the territory) and includes cultivation techniques, processing, preservation methods, and the organoleptic and nutritional characteristics. Only a narrative can restore a product's true value.



ETICHETTA NARRANTE
Cheddar
artigianale del Somerset

Regno Unito

Formaggio a pasta dura, prodotto con latte vaccino crudo secondo la tecnica tradizionale.

Territorio: Evercreech, nella contea di Somerset.

Animali: circa 170 vacche di razza frisona. Nella bella stagione gli animali pascolano sui pascoli di proprietà; d'inverno vivono in stalla, nutrite con mais e insilato d'erba di produzione propria. Il clima umido e piovoso del Somerset rende impossibile la produzione e la conservazione di un buon fieno.

Lavorazione: al latte di 2 mungiture, scaldato a circa 40° C, si aggiungono i fermenti (cosiddetti pint starter, fermenti lattici tradizionali prodotti nella contea) e il caglio di vitello. Dopo circa mezz'ora si rompe la cagliata (ottenendo grani della dimensione di una nocciola) si scola e si rovescia su un piano di lavoro. Inizia quindi il tradizionale cheddaring, pratica manuale che prevede di impilare i pezzi di cagliata e di rivoltarli per un'ora. Quest'operazione affina la consistenza finale e migliora la conservabilità del formaggio. A questo punto si sala la cagliata e si sistema nelle forme, che sono impilate sotto una pressa. Dopo due giorni i formaggi sono avvolti in una mussola unta con lardo e passano in stagionatura, dove vengono girati una volta alla settimana per le prime settimane.

Stagionatura: il cheddar stagiona in cantina, da un minimo di 11 mesi fino a 2 anni.

Periodo di produzione: tutto l'anno.

Conservazione: in un luogo fresco (a circa 10-11° C) e molto umido (umidità del 90%).

Produttore: Richard Calver di Evercreech
 Il Presidio comprende 3 produttori che seguono la stessa ricetta artigianale, ma producono Cheddar con caratteristiche diverse, risultato della diversità dei pascoli e delle erbe di cui si nutrono gli animali.

NARRATIVE LABEL
Artisan
Somerset Cheddar

United Kingdom

A hard cheese produced from raw cow's milk using traditional techniques.

Production area: Evercreech, Somerset County.

Animals: around 170 Friesian cows. During the warmer months the animals graze on the farms' pastures; in winter they live in stalls and are fed corn and grass silage produced by the farms. Somerset's humid and rainy climate makes the production and conservation of good hay impossible.

Processing: milk from two milkings is reheated to around 40°C and enzymes (known as 'pint starters', lactic acids traditionally produced in the county) and calf rennet are added.

After half an hour the curd is cut into small pieces (around the size of a hazelnut) before being drained and moved to a workbench. The traditional 'cheddaring' process occurs next: a manual technique of forming the curds into blocks and stacking them on top of each that is repeated for an hour. This method gives the cheese its distinct texture and improves its shelf life. The curds are then salted and pressed into forms that are stacked under a press. After two days the cheeses are wrapped in muslin cloths soaked in lard before being placed in the aging rooms, where they are turned once a week for the first few weeks.

Aging: the Cheddar is matured in cellars for a minimum of 11 months and for up to two years.

Production period: year-round.

Storage: best stored in a cool (around 10-11° C) and very humid (90% humidity) environment.

Producer: Richard Calver from Evercreech
 The three Presidium producers follow the same traditional recipe, but produce Cheddars with different characteristics due to the diversity of pastures and grasses consumed by the animals.

Narrative label

In order to offer consumers more complete and transparent information, Slow Food launched its narrative label project. A narrative label does not replace the mandatory label, but supplements it by providing additional information regarding varieties and breeds, cultivation and processing methods, areas of origin, animal welfare, and advice on storage and use.



C h e e s e

... Telling the Story of Cheese and Dairy Products

Product

Describe the main characteristics of the cheese (or dairy product), including information on its history or interesting facts about its production.

Example:

The saras del fen is a kind of aged ricotta. It has a round shape and compact paste, is finely granular and ivory white in color, with possible browning with advanced aging. Externally it is wrapped with hay and may be covered with mold.

Territory

Indicate where it is produced (the province, the country or even the region, to indicate precisely where the work is done). If it is significant, indicate the altitude. Report on where the animals graze, if it is different than where the company is located. It is also useful to specify the pedoclimatic characteristics of the production area, but only those that give the product particularly unique, identifying or organoleptic characteristics.

Example:

The company processes the milk in Sordevolo (Piedmont, Italy) in Alto Elvo: from March to May and from October to November in the Croce farm, 700 meters above sea level; from June to September in the Muanda Alps, 1,470 meters above sea level, on the slopes of Mount Mucrone.

Animals

Indicate the number of animals raised on the farm and which breed they belong to (especially describing characteristics if it is a rare, local breed). Describe how they are raised and the amount of pasture. Explain what the animals are fed, listing the various components (fresh forage, corn, field beans, etc.). Indicate whether they eat silage (both corn and grass). Specify if it is grown on the farm or if it is purchased off farm, and if it is certified GMO free.

Example:

We raise 35 Alpine Brown cows and, during the summer, they graze on pasture of about 200 hectares (about 494 acres). For the rest of the year the animals are kept in the barn, but they have one hectare (almost 2.5 acres) of land that they can graze on and are fed with hay (70% produced on the farm). Locally bought certified GMO free grains are also integrated into their diet.

Animal welfare

Explain which practices guarantee animal welfare, with a focus on available space, mutilation, methods and timing of castration, recovery areas, contact with the mother and treatments administered.

Example:

Animal welfare is guaranteed through rearing in mountain pastures during the summer and in stalls of an appropriate size during the winter. Veal remain beside their mothers in specific stalls until weaned. Mutilation practices are not preformed.

Processing

Indicate the type of milk used (cow/goat, whole/skim, etc.) and specify if it is raw or pasteurized or thermized. Briefly describe the processing technique: indicate from how many milkings the milk comes from, if enzymes are used (industrial, selected locally, self-produced), the type of rennet used (veal, lamb, paste, liquid, thistle), the mode of breaking and collecting the curd, the shaping, and possible pressing and salting.

Example:

Stringy cheese from cow's milk, whole and raw. To the milk, from the morning milking, you add the whey and the goat or lamb rennet paste. Break the curd with a wooden spoon and allow the maturation of the curds in the whey. The curds are collected, cut into slices and immersed in a wooden tub with almost boiling water. The cheese is formed by hand, giving it the characteristic shape of a pear with a head. After a short dip in cold water, which allows it to firm up, the caciocavallo cheese is salted in brine.

Aging

Describe the ripening period and the location (if it is a natural location - cellar or cave - or if it is a climate-controlled room). If aging is done by others, indicate the name of the affineur and where they are located.

Example:

The cheese ripens on wooden boards for at least 20 days in a climate-controlled cellar.

Production period

Indicate the period in which the cheese is produced.

Example:

Marzolina is produced from March to June.

Tips for use or storage

How and where to best store the product (for example, wrapped in a cotton or linen cloth, in an airtight container in the refrigerator - and at what temperature - or simply in a cool, well ventilated place).



Does the narrative label have legal value?

Narrative labels do not replace the legal label, but are added to what is required by law, deepening the content of the information given.

The narrative label can therefore be integrated parallel to the legal one, or it can contain within it also the information required by law.