



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.

Supports small-scale sustainable producers.





The **Presidia** develop Slow Food's experience in labeling, sustaining quality productions at risk of extinction, protecting unique ecosystems and saving local varieties.

To create a Presidium two aspects must always be verified:

- Environmental sustainability (“**clean**”)
- Social and economic sustainability (“**fair**”)



## Products must be:

- 1) of outstanding **quality** in terms of taste
- 2) linked to the memory and **identity** of a group
- 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



# What are the effects of Presidia?

- 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**



# 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





# 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**



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.

## *Draw up a **PRODUCTION PROTOCOL***

For each product category, specific **guidelines** exist, which should be used to guide the drafting of Presidia 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 written together and approved by both the Slow Food Foundation and the producers.**



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.



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



## 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.