

# **SLOW FOOD UK REPORT ON FOUNDING CONGRESS**

Held at SABHAL MOR OSTAIG, (Scotland's only Gaelic college)  
at SLEAT on the ISLE OF SKYE

There were well over 100 people involved in the weekend congress.

## **THE PROGRAMME**

*FRIDAY 26<sup>th</sup> AUGUST 2005*

PM Registration  
EVENING

Taste of Skye and Lochalsh. Reception. Drinks/canapés and Skye Pipe Band  
Welcome from Highland Council Convenor for Skye and Lochalsh

DINNER

A taste of Skye and Lochalsh Dinner with local chefs Shirley Spear & Michael Smith

### **MENU**

Drumfearn Mussel & Fresh Herb broth with a selection of home-baked breads & local dairy butter

Seared Dived King Scallops from Sconser with Orbst Wild Boar Cross Home Cured Bacon & Fresh Sorrel Dressing

Dressed Bracadale Crab with Glendale Cucumber, Dill & New Potato Salsa, Loch Dunvegan Langoustines, Lobster from the Minch, Quail's Egg & Skye Salad Leaves

West highland Blue, Eskaigh BlueGoat's or Creag Mhaol Ewe's Highland Brie & Crowdie with Tarskavaig Strawberries & Black Pepper  
Three Chimneys Oatcakes

Skye Berries & Cranachan with Totescore Honey & Talisker Malt

Coffee, Tea & Handmade Sweetmeats

Wines supplied all weekend from a range of Languedoc producers from France. If interested in the source of any of this produce contact Ian Bird who has a complete list of the producers used for the dinner [ian.bird.ox4@btinternet.com](mailto:ian.bird.ox4@btinternet.com)

We were treated at the end of dinner to some Gaelic singing from Andrew Johnson. Haunting and mesmerising.

*SATURDAY 27<sup>th</sup> AUGUST 2005*

### **INTRODUCTION & OVERVIEW OF PROGRAMME WITH MICHAEL DIMOK.**

Michael is chairman of -Slow Food in USA

-Message from HRH The Prince of Wales. Read by Wendy Fogarty (UK International Councillor). Prince Charles is very supportive of the Slow Food movement and spoke passionately at Terra Madre in Turin last October. He is very pleased to see Slow Food maturing in the UK and finally establishing a presence.

-Keynote Speech from Carlo Petrini (President of Slow Food). This was an inspirational speech from the charismatic leader/founder of Slow Food. I have included a full text of his

speech as it covered so much territory. I will include a brief outline of history of Slow Food which may interest some people as well.

## **The Movement**

The founding father of the Slow Food Movement, Carlo Petrini, recognized in 1986 that the industrialization of food was standardizing taste and leading to the annihilation of thousands of food varieties and flavours. Concerned that the world was quickly reaching a point of no return, he wanted to reach out to consumers and demonstrate to them that they have choices over fast food and supermarket homogenization. He rallied his friends and began to speak out at every available opportunity and soon the movement was born and Slow Food was created. Today the organization is active in 50 countries and has a worldwide membership of over 80,000

## **Slow Food International**

The Italian association was founded in 1986 and its birth was celebrated in Barolo in the Langhe district in the province of Cuneo. The International Movement was founded in Paris in 1989. The International organization now has over 80,000 members on five continents

Slow Food's International Office, situated in Bra (Cuneo), a small town in southern Piedmont, employs over 100 people. They are the hub of a close-knit network of grassroots offices in Italy and abroad, which promote the movement by staging programs and events.

## **CARLO PETRINI - SPEECH**

Having been a food writer and activist and seeing McDonalds infiltrate Italy in the late '80's I founded the Slow Food movement to give another voice.

Important for the movement to have people in the UK embracing the UK issues. In last few years UK has come of age and it should be a very important contributor to SF international.

Important to take on Bio Diversity of Culture as well as Bio Diversity of food. Important to look at what SF stands for and philosophy. In the last 50 years there has been a genocide of culture and food. The culture of peasants farming has been taken over by industrialisation

The idea that we can have industrialisation of agriculture is dangerous as it destroys foods and tastes. Every day we lose 6 products to industrialisation and the idea of intensive production is destroying a lot of cultures.

The use of fertilisers and chemicals is destroying soils. It's not just SF saying this. UN reports are also saying this. 1400 scientists worked for 4 years on a study for the UN. They looked at ecological, economic and other areas. The results were published 4 months ago and basically says the human race faces extinction in 300 years if it keeps going down the current path. But still we go ahead day after day destroying the planet and destroying the livelihood of many food producers.

At least half of all the food produced is destroyed and wasted. We need to go back and get the balance right. This is why the identity of SF is gradually evolving and changing.

Traditionally SF was about gastronomy. It had people who didn't worry too much about what was going on in the bigger world. It was more interested in food and wine. BUT it is important for SF to destroy this narrow view of gastronomy. We need to change the future direction. A gastronome that doesn't care for the environment is stupid. We need a balance between gastronomy and the environment. We need to focus on a new gastronomy.

Gastronomy is a complex area. It is agriculture, animal husbandry, anthropology, stories, history, cultures of people, sociology, economics, medicine, health and politics.

Gastronomy is also closely linked to pleasure. Pleasure is a human right, but over indulgence isn't. So we must go back to origins of gastronomy and give dignity to the diversity of cultures and foods. Without food and "making" love, (Ed. After all he is Italian), there is no future for mankind. Food is important in social situations, family, relationships, and religious areas. Food also has economic and political importance and it has the right to change the future. So we must begin to focus on production and consumption.

Best to start with quality of production. Food quality needs a number of criteria—

1. Goodness. For quality food must be good to taste. Goodness is linked to culture. Food is based on the foods and knowledge of the society. We can learn to taste but we need to have respect for cultures and their tastes and respect differences.
2. Cleanliness. It isn't good if food destroys the eco system. This is where SF is different to other food organisations. Other food organisations just want good food. SF wants respect for the environment as well.
3. Right. There is a right to respect producers. Need to give producers dignity and respect. If "screw" producer for price then it isn't good food under the SF philosophy. It must be just, for example, even if it is Organic food grown in the USA it is not right or just if that producer uses cheap Mexican labour to produce that food.

So we need all three criteria to satisfy what is good food. Carlo used an example of an organic wine he had been given to try that tasted foul. So it wasn't good food because of the taste.

It is very important to have a link between the producers and consumers. Need a united front to tackle the multinational food companies that are trying to rationalise and homogenise food and taste.

We must build a link between producers and consumers. Must create a culture between those who produce and those who consume. People need to know the integrity of their food. Best for us not to think in production and consumption terms but to think of producer and co-producer.

Eating is the first act of Agriculture. So gastronomy must be linked to production. For the notion of producers and co-producers to work we need a number of elements—Education, Beliefs, Change peoples Experiences, Tasting Education, Understanding of Food Production and History.

It is only through Education that we can create co-producers. Education needs to be pleasurable, not boring, and academically sound, (not a science). In this way it will be pleasurable to be a co-producer.

This now is the principle mission of SF. To have a world of co-producers that becomes viable in a safe environment. To do this we need to be involved in politics but in a CALM way and with a smile.

We must pay the right value for food or there is no future. We must have good food for everyone. Today less is spent on food than ever before---For example in Italy in 1972—32% of income spent on food, in 2005 —17% spend on food and 12% on mobile phones. The world is going mad!!

Need to get consumption patterns rectified. For example in Italy people complain about the price of Olive Oil but not oil for their car. Need to get balance.

UK needs to re-discover the basics. Give back the dignity to the country and food producers. To do this need have respect for all cultures and their food.

We must make changes in a calm/slow way. This upsets the multinationals who cultivate a culture of frenetic activity. So go slowly and serenely and feel the earth.

SF is not just a gastronomic vision. It is a holistic attitude to everything. New mantra SF “A Holistic Vision”.

We need to develop a global network of co-producers, (ie producers and “old” consumers).

All possible if we have new values. For this we need education for all the community, old/young etc.

We should not have over indulgence. Need balance in everything. Need to be in harmony with production.

We all need to practice the value of gift and generosity.

Historically all farming communities were generous. Better to be generous in this life as it creates friendships.

Benevolence and Generosity are very important. If SF is seen as a generous movement it is a stronger movement

Gastronomy is happiness. To be happy need to be generous.

## **SLOW FOOD UK; OVERVIEW, STRUCTURE & STRATEGY**

### 1. Overview & Vision – Wendy Fogarty (UK International Councillor)

#### **Slow Food in UK Comes Of Age**

This coming weekend, from Friday 26 to Sunday 28 August, the formation of Slow Food UK as a National Association will be celebrated in the Scottish Highlands. At this Founding Congress, a milestone in the development of British food culture, over 150 members of the British Slow Food Movement, representatives of Slow Food, farmers, producers, policy makers and food writers will come together to share their ideas, experiences and vision for the future. This is a reflection of the growth of the movement and its impact on promoting sustainable agriculture, ecology and the pleasures of eating. The new National Association — a dedicated UK office is due to open in 2006 — heralds a new opportunity to consolidate and advance these achievements.

The Slow Food UK Founding Congress will take place at Scotland’s only Gaelic College, Sabhal Mòr Ostaig on the Sleat peninsula on the Isle of Skye. Located in the Inner Hebrides, Skye and its wild, majestic landscape are an ideal location for the Congress, and Slow Food is committed to preserving the island’s biodiversity and local culture and developing initiatives to support its small farmers, artisan producers and residents. In keeping with Slow Food’s eco-gastronomic values, the event is a unique opportunity to showcase the very best of Scottish produce, with carefully sourced, quality traditional foods from the Highlands and Islands and beyond, including rare-breed beef and mutton, shellfish, heirloom vegetable varieties and artisan bread and cheese, all deliciously prepared by top local chefs. The Congress will be attended by the Movement’s founder, Carlo Petrini and a message of goodwill will be sent by HRH The Prince of Wales.

Since its foundation in 1986 in the town of Bra in Italy, Slow Food has become an international movement, and its eco-gastronomic values and activities have won the support and involvement of people throughout the world as they have become increasingly concerned

about the quality, diversity and sustainability of their food. In Britain there are now over 35 Slow Food convivia in rural and urban communities and over 2,000 members, who actively participate in local, national and international events and initiatives.

Local achievements include the opening of a monthly Slow Food Market in Bristol, the UK's first Edible School Garden in Hertfordshire, the Slow Food Cooking for Kids Project in Edinburgh and the formation of the first CittàSlow, or Slow City, in Ludlow. Through its participation in the Movement's key international events — the Salone del Gusto, Cheese and Terra Madre — since 2001, Slow Food in the UK has worked with government departments and like-minded organisations to secure increased recognition and support for Britain's small farmers and artisan producers, efforts that have won praise in the UK and abroad and from the Movement's founder, Carlo Petrini: "The launch of the Slow Food UK Association is an important achievement for our Movement. It is the result of the dedication and hard work of volunteers over many years to make the British aware and proud of their gastronomic patrimony".

According to Wendy Fogarty, International Councillor for Slow Food in the UK, "We are one of a few voluntary organisations that are growing in time-starved, debt-burdened Britain, and this is a testament to the values and activities of Slow Food, as well as to the groundswell of people who want to enjoy better quality food as a part of daily life and to support local farmers, fishermen and producers. The Congress is a thanksgiving for the tireless work of the Slow Food convivia and their members and provides a significant opportunity to discuss the future of Slow Food as the advocate of food culture in the UK, so vital to our future wellbeing".

The Congress has been made possible by the commitment and dedication of the Highlands and Moray Convivium led by Pam Rodway, generous funding from the main sponsors, Highlands and Islands Enterprise and Skye and Lochalsh Enterprise, and key support from Scottish Natural Heritage, the Crofters Commission, Visit Scotland and the Highland Council.

## **2. Development Strategy – Alan Roe (SF Ludlow Marches)**

Slow Food UK intends to set up a UK office as soon as possible, (ie when funds—capital and/or revenue streams allow).

To do this need to increase membership and raise funds.

The attached DEVELOPMENT STRATEGY paper lays out the guidelines and objectives for achieving this goal.

## **3. Slow Food National associations – Eugenio Mailler (SF International)**

### **Slow Food Organisational Structure**

Slow Food is an international non-profit association for cultural and educational purposes. The head office is in Bra, Italy.

Slow Food is a democratic and cultural international movement, of social utility, with educational aims based on the voluntary membership of people who intend to cultivate common cultural interests in the field of food.

Slow Food operates to protect the right to pleasure, respect the rhythms of life with a harmonious relationship with nature.

Slow Food is comprised of many entities, including non profit associations and commercial societies. These include:

- Slow Food International Association
- Slow Food National Associations
- Slow Food Italy Promotion
- Slow Food Italy Editore
- Foundation of Biodiversity

- University of Gastronomic Sciences

### ***Slow Food International Association***

The organisational and management levels of Slow Food International are as follows:

- The convivium
- The International Executive Committee
- The International Congress

### ***The Convivium***

The convivium is the movement's basic organisational structure, where members are involved in the local social, educational or cultural activities, events or visits according to the philosophy of the Movement.

The convivium is headed by the convivium leader, who is assisted by the convivium committee. The convivium leader is the legal representative of the convivium and is responsible for its activities.

### ***The International Executive Committee***

The International Executive Committee and the International Statute, are elected and approved respectively, at the International Congress, which is held every four years. The International Executive Committee is the interim deliberative and consensus building entity overseeing the International Movement.

- The International Executive Committee is made up of:
- The International Council
- The President's Committee
- The International President

### **Slow Food National Associations - National Executive Committees**

The National Executive Committee is the representative and coordinating body for all the structures in a single country. The National Executive Committee is made up of representatives of the regional bodies of the Association.

The relationship between the National Executive Committee and the International Association must be regulated according to a national protocol, which provides the terms and conditions.

These currently include:

- **Slow Food Italy**
- **Slow Food USA**
- **Slow Food Germany**
- **Slow Food Switzerland**
- **Slow Food France**
- **Slow Food Japan**

### **Foundation of Biodiversity**

The Slow Food Foundation for Biodiversity was created by Slow Food in partnership with the Region of Tuscany, recognising that the appreciation of gastronomy must include the additional step of safeguarding our gastronomic resources.

The Foundation of Biodiversity is an independent non profit entity, which supports the Ark of Taste, the Presidia and the Slow Food Awards to accomplish this goal.

From a structural perspective the Foundation of Biodiversity will include the following Administration, Honorary Members, Board of Directors, Scientific Commission, Board of Auditors and the General Secretary. The Foundation of Biodiversity is funded by sponsors and a proportion of all membership fees contribution to the Foundation.

## **4. Slow Food UK: Formation and Structure – John Fleming (UK International Councillor).**

The different levels of Slow Food are all independently constituted organisations, bound together by the Slow Food International Statute and other documents to form a cohesive international movement with considerable flexibility.

Members of SF are actually members of SF International Association, a not for profit international organisation operating under Italian law.

Convivia are the local bases and have considerable freedom to operate how they see fit. In UK each Convivium is an unincorporated association with unlimited liability. For the sake of openness and clarity it is recommended that each Convivium formally adopt a Constitution or governing document. A model constitution is available for this purpose.

The National Association will co-ordinate nationwide events and assist in the development of the SF Convivia. Slow Food UK will be a company limited by guarantee. Slow Food UK will also apply for Registration as a Charity which will benefit the movement and its members.

(FOR A MORE DETAILED OUTLINE SEE COPY OF PAPER PRESENTED.)

## **THE CONVIVIA**

1. Introduction & Overview – Fiona Richmond (Executive Director, Slow Food UK) Fiona is currently in Bra finding out about the SF culture.

There are 100 people in the SF office in Bra. The UK has 2000 members in 35 convivia. In the last few months there have been 7 new convivia.

Slow Food needs to be for everyone and not just the middle classes.

WE THEN HAD A NUMBER OF SPEAKERS FROM VARIOUS CONVIVIA OUTLINING SOME OF THE ACTIVITIES THEIR GROUP HAD UNDERTAKEN.

Metropolitan Opportunities & Challenges – Silvija Davidson, London

London was the first Convivium. It was formed in 1997 by Wendy Fogarty. They started by building on relationships with Italian producers and then UK producers.

They have a lot of activities associated with producers at Borough Market. They organized a display of London Bakers to show diversity and quality.

They had a chocolate workshop at Borough Café

They have a stand at the London Farmers Market to promote SF. They have organized a lot of workshops in London for tastings. They organized a Slow dinner for the Sustainable Development Commission. Have organized a lot of events to showcase produce. There have been a number of dinners and wine events.

## **POSSIBLE CONSIDERATIONS FOR OXON SLOW FOOD**

How can we best use the Covered Market in Oxford and other markets in the area to promote SF and Produce.

Should we consider having stands at various Farmers Markets to promote SF.

### **Food Quality Guidelines – Suzanne Wynne, Somerset.**

As set out in Carlo Petrini's speech the Definition of Quality Food involves three areas.

1. Good: Organoleptic quality. In other words does it taste good. This will depend on culture you live in. Taste, for everyone, is the right to transform daily sustenance into pleasure, and thus remains the decisive factor for establishing the goodness of a food.
2. Clean: Environmental quality. This is quality that respects the environment, the ecosystem in which it was produced, biodiversity and the landscape.
3. Just: Social quality. Just quality means fair prices for both consumers and producers.

Guidelines for Quality. The following guidelines help identify quality products. Sustainability, Biodiversity, Territoriality-typicality and local character (In this, small scale production is preferred where possible), Naturalness and not genetically modified.

The full outline of the discussion paper is attached. Check out the Somerset website for ideas. [www.slowfoodsomerset.org.uk](http://www.slowfoodsomerset.org.uk)

Suzanne believes people will judge our movement by what we do and not what we say. So we need to consider where we hold events/what food we serve etc. Convivia can endorse local produce for the broader community. (Their web site shows this as well as some good eggs. of tasting events etc they have had). SF isn't about rigid dogma on guidelines it is up to us as a convivium to make the most of our opportunities to influence people and their life.

**The Cooking for Kids Program – Wendy Barrie** (Wendy is a very well known personality in Scotland and does a lot of cooking displays and training in healthy eating etc)

Check out Wendy's page at <http://www.scottishfoodguide.com/> and you can see she is a passionate and hard working supporter for the cause of food.

Idea with the cooking for Kids program is to get chefs involved with food for kids.

Slow Food in Edinburgh has been involved in fund raising activities, producer visits, beef tasting, organizing a stand at the Highland Show.

Slow for Kids program has conducted herb tastings at Farmers Markets and help raise the skills and improve tasting ability of children.

Under the Food for Life program in Scotland they have taken producers into schools. It is important to get chefs involved, especially after the success of Jamie Oliver with the School dinners program.

**The Sandon School Garden – Filippo Volpe** from Appetite-Herts Convivia

Filippo lives in a small village. They have 10% of the village involved in the project. The aim is to get the younger kids involved in food through a school garden and draw awareness in the broader community to the issue of good food.

He has created Community links with the School Garden project. Those groups involved in the links include Slow Food Convivia, The School, Local Businesses, Sandon Gardening Club, Sandon Growers Market.

Raised the money to start project by having a Slow Dinner and charging £50 a head. Got loka produce donated etc.

Important to have kids heavily involved in the plot and taking responsibility. Excess vegetables sold at the Growers Market by the children.

## **Taking the Welsh out of Wales** – Margaret Rees from Carmarthenshire Convivia.

Took some of the local cheese producers and cheese to The Cheese festival in Bra, which is conducted every 2 years. Gave the local producer a lot of confidence in product.

Also took some Welsh Black Beef to an international gathering to raise awareness.

They conducted a mini Terra Madre with the producers in their area. Important to recognize Network Marketing and use it to promote good producers/food.

Important to encourage SF members to eat SF producers goods at home and “sell” them to their friends.

## **OPEN FORUM**

This basically concluded that we should be aiming to join the city to the county.

Need to bring the market back to The High St. to give people a choice.

*LUNCH: A Taste of Scotland Buffet Lunch with Tasting of British & International Presidia*  
–Chefs Calum & Val Buchanan

Foods on tasting included.

Blackface Lamb from Galloway [www.scottishorganiclamb.com](http://www.scottishorganiclamb.com)

Haggis from Findlays of Portobello [www.findlayofportobello.co.uk](http://www.findlayofportobello.co.uk)

Venison Haggis from Fletchers of Auchtermuchty [www.fletcherscotland.co.uk](http://www.fletcherscotland.co.uk)

Orkney Herring Company, Orkney KW16 3JU

Great Glen Game, Spean Bridge PH34 4DX

Aquascot Ross-shire IV17 0PJ

Ardalanish Organic Farm & Weaving Mill [www.isleofmullweavers.co.uk](http://www.isleofmullweavers.co.uk)

Handmade Scottish Cheeses [www.scottishfoodguide.com/scottishcheesetrail](http://www.scottishfoodguide.com/scottishcheesetrail)

Loch Arthur Creamery Dumfries DG2 8JQ

Wester Lawrenceton Farm Cheeses and Organic produce. Moray IV36 2RH

Dunlop Dairy, Strathclyde KA33 5LP

H J Errington Cheeses, Carnwath ML11 8NE

Alderston Diaries [www.scottishfoodguide.com/scottishcheesetrail](http://www.scottishfoodguide.com/scottishcheesetrail)

Clyde Organics [www.scottishfoodguide.com/scottishcheesetrail](http://www.scottishfoodguide.com/scottishcheesetrail)

Mains of Shevado [www.scottishfoodguide.com/scottishcheesetrail](http://www.scottishfoodguide.com/scottishcheesetrail)

Crannach Hand Baked Breads, Ballater AB35 5SD

The Island Bakery [www.islandbakery.co.uk](http://www.islandbakery.co.uk)

Simpsons Bakery Rothes AB38 7BQ

Duchy Originals

Tilqhillie Puddings Grampian AB31 6HY

Petrie Fine Foods Dunlop KA3 7AD

Gillies Fine Foods Ross & Cromarty IV15 9XH

Huntly Herbs Huntly AB54 4SB

Potatoes with Heritage, Annan Ph. 01387 870 273

Camra real ale [www.camra.co.uk](http://www.camra.co.uk)

Isle of Skye Brewery [www.skyebrewery.co.uk](http://www.skyebrewery.co.uk)

UK PRESIDIA PRODUCTS

Artisan Somerset Cheddar [randolph@nealsyarddairy.co.uk](mailto:randolph@nealsyarddairy.co.uk)

Single & Double Gloucester Cheese [charlesmartell@lineone.net](mailto:charlesmartell@lineone.net)

Old Gloucester Beef [charlesmartell@lineone.net](mailto:charlesmartell@lineone.net)

Three Counties Perry [info@slowfoodludlow.org.uk](mailto:info@slowfoodludlow.org.uk)

Cornish Salt Pilchards [nick@pilchardworks.co.uk](mailto:nick@pilchardworks.co.uk)

*SATURDAY AFTERNOON SESSIONS*

#### **FOUNDATION FOR BIODIVERSITY**

A DVD of Terra Madre in Turin was shown at the beginning of this session.

**Overview of Foundation for Biodiversity** – Silvia Monasterolo (Slow Food International).

Terra Madre was held in Turin in October 2004. There were 5000+ food communities from around the world that had a sustainable approach to food production

There were 100 producers from UK and 25 from Scotland

Next Terra Madre, in Turin in 2006, will be having Sustainable chefs as well. Check it on [www.terramadre2006.org](http://www.terramadre2006.org)

Also want to involve Universities in next Terra Madre. The Slow Food Foundation was formed in 2003 for agriculture. The Foundation supports The Ark of Taste and The Presidia.

Ark of Taste was developed in Italy in 1996 to help catalogue food products disappearing. There are about 500 such products and the main aim of the Ark is to get exposure for these foods.

The Presidium was created in 1999. The Presidium tries to help with the marketing and other areas of the products listed. There are 200 products in Italy, 5 in the UK and 70 in other parts of the world. Slow Food is a lot more active with Presidium products. Ark of Taste products are just listed.

A Presidium product needs to be (1) Good, (2) Clean and (3) Fair.

Clean doesn't only mean organic. The Presidium works when there is a market for that product. It is important to raise awareness of Presidium and Ark of Taste ideals and products.

The Terra Madre booklet lists the producers that took part in the event. If interested see Tamara or Ian.

If you need more detailed information on the rules etc in applying for a Presidium product contact Ian Bird.

### **The Berkshire Food Community at Terra Madre – Clare Marriage (Dove Farm Food)**

Clare & Michael Marriage, (North Wessex Downs Convivium), have been farming organically for 27 years. They grind their own grain into flour as well as making bread and biscuits. They have the Dove Farm Brand which is fairly widely distributed—even in supermarkets.

At Terra Madre they met other producers whose product they buy, for example they met the organic farmers from Bolivia where they get their dried mango from.

In reflection they felt Terra Madre was an inspiring event and it gave producers self esteem. They came home with ideas and developed a new brand, Wessex Brown Flour.

Raising awareness and giving Customers what they didn't think they wanted – Nick Howell, (Cornish Salt Pilchards Presidium).

Salt pilchards have been produced in Cornwall for 450 years. Nick's company has been exporting Salt Pilchards to Italy for 100 years.

They are the last producer of salt Pilchards in UK. Traditionally the market for salt pilchards was the Catholic populations of Europe. The pilchards are used as an ingredient not as a main course. With 80,000 Slow Food members around the world this is a good place to start showing Presidium produce.

### **The Ark of Taste – Sarah Freeman, (Slow Food London).**

There are 9 Ark products in the UK. It's important for Britain to embrace The Ark before products disappear. Historically in UK the Aristocracy had French or Italian cooks so a lot of the Bourgeois food in the UK was ignored.

The Industrial Revolution started early in Britain so we got industrialized food early as a result. Also during the wars farmers went for quantity and not quality. Britain has always done quality best in some many other areas except food. There is now a culture of food is cheap and you can spend more money on other things.

Important to embrace The Ark to help preserve our culture.

## *GUEST SPEAKERS*

### **Cittaslow UK – The Story so Far.** Graeme Kidd (Mayor of Ludlow).

In Ludlow they get 16-18,000 people to the Food Festival. Ludlow also has a dedicated Slow Food movement.

Cittaslow started in 1999 in Orvieto. It share the philosophy of Slow Food but is separate organization. Needs to work closer with Slow Food.

There are 2 Cittaslow towns in the UK. Ludlow and Aylsham in Norfolk.

Cittaslow in UK is a National organisation that can have towns or areas as members. Cittaslow is there to engage with the community. It brings together a lot of groups in the community that may not have an interest in Slow Food.

Cittaslow improves the community for everyone. It's a way of putting Slow into the community. More at [www.cittaslow.org.uk](http://www.cittaslow.org.uk)

### **Slow Food & Organic Food: Our Common Purpose.** – Craig Sims, (Soil Association).

Craig started the Green & Black organic brand in 1991. He sold it to Cadbury in 2005.

The soil association started in 1947.

The body has more genes relating to smell than taste and sight. When food tasted good it is good for you. If it isn't tasty then it's not as good because it doesn't have as many flavonoids in it and these are good for us.

Organic farms tend to be smaller and more efficient in terms of energy used etc. In the early days of the organic movement s lot of people jumped onto the band wagon.

Now there are well established standards and systems to make it work and monitor producers. Inspection and Certification are necessary but it is a costly process for producers. Need to look at reducing costs of this or could force a number of specialist products from the market.

The soil association has fostered the Food For Life campaign that Jamie Oliver was involved in. The idea for this came from Italian schools.

Soil Association has 40,000 members and 100,000 supporters. Should aim to get this into Slow Food.

Organic and Slow Food are natural allies.

### **Slow Food in Public Places: Tapping the Potential of the Public Plate** – Professor Kevin Morgan, (University of Cardiff).

Slow Food has an image problem. It's perceived to be elitists even though its not. Slow Food is slowly evolving. The next challenge is to change The Public Plate. There is a need to get local food into local markets, schools and hospitals etc. It's very important to get local produce sold in local markets.

£2 Billion is spent getting food into public procurement, hospitals, schools etc. This money is wasted because of buying procedures. We simply get industrialized food because it is easy for the distribution channels to supply it.

Schools should be on front line of getting local produce into local schools. Taste is determined early in life and the consumers that deserve the best food, (The Children), get the worst food.

Things are slowly changing.

1. Scotland has been at the forefront of changing the school dinners policy. Traditionally Scotland and the North of England had the worst diets in Europe. Scotland has introduced a Hungry for Success program into the schools.
2. Soil Association introduced the Food for Life Program
3. Jamie Oliver's TV series made a huge impact

To reform the school meal service we need to reform the whole public sector food chain. A lot of dinner ladies need help even if they want to do the right thing. We need to help people learn how to source food locally.

We need to take the CHEAP food attitude full on. We need to have the power of well-being.

Italian schools do it the best of anywhere in the world.

Every Convivia should engage with local schools.

How do we take Slow into schools in Oxfordshire?

**Eating for Health: Meeting the Challenge** – Gillian Kynoch, (Scottish Executive).

Gillian started by saying that the main meal for a lot of cool Scottish teenagers was chips covered in melted cheese and washed down by Irn-bru, a particularly obnoxious soft drink that outsells Coke/Pepsi etc in the Scottish market.

Health improvement is a strong movement across Europe. Food in Scotland is especially bad but things are moving quickly. Scotland now recognizes that its food is appalling and is determined to do something about it.

The main target has been primary schools where it has been successful. Now time to move into secondary schools. They have tried to engage children in where food comes from around the world and not just Scottish food.

There has also been a physical activity program tied in with the food strategy. But there is still a need to grow farmers markets and improve the quality of food offered in smaller stores where a lot of the basics are purchased in Scotland.

They joined with Newspapers to get support for the program. Slow Food needs to be part of the "whole" food cultures for the community.

**Restaurants can be at the forefront of the Slow culture:** Barny Haughton. (Barny is the founder and partner in Quartier-Vert in Bristol)

The catering business does events for the Prince of Wales. Check it out at <http://www.quartiervert.co.uk/>

Quartier Vert (QV), the restaurant, was born out of a desire to return to European traditions: simple cooking using local, organic ingredients. Our business has since grown to include a cookery School, a bakery and catering. Our philosophy is simple. Good food depends on good cooking. Good cooking depends on good produce. Good produce depends on good agricultural practices.

It opened in 1988 using Organic produce but didn't tell people initially. They "came out" in 1993. Food is now more widely debated and is a high profile industry.

Now opening another venue in Bristol, Bordeaux Quay. The building is much more environmentally friendly as well. Waste is being re-cycled as the Restaurant industry wastes a lot of food. 80% of their ingredients come from surrounding counties.

Food needs to have "traceability" for it to be good food.

Barny does a lot of work in a cooking for kids program.

### ***OPEN FORUM***

There is already a lot of momentum in the UK

Need to have good leadership at local/regional level to grow the movement

The challenge is to get more people in Slow Food to help share the work load and spread the message. Need to improve our networking with like organisations.

Need to have balance in what we do and stick to the three principles of GOOD, CLEAN and FAIR.

### ***SATURDAY EVENING***

#### **A Taste of Moray Reception with Slow Drinks and Canapés.**

During the reception we were entertained by two young sisters, (Mairi & Stephanie Campbell), who played some traditional musical instruments and sang Gaelic songs.

### ***DINNER***

#### **A Taste of the Highlands** with chefs Sukie Barber & Charlie Lockley

#### MENU

Mussell, Fennel, Leek & Potato Broth OR Fennel, Leek & Potato Broth

Beremeal Bannocks

Leg of Shetland Mutton stuffed with Kidney and Fresh Herbs with a Barley, Red Onion & Chanterelle Risotto OR Barley, Red Onion & Chanterelle Risotto with Broad Beans, Black Beans & Spinach.

Shetland Cabbage with Garlic and Juniper, Green Beans, Heritage Potatoes.

Warm Highland Berries with Vanilla Ice-Cream & Shortbread

Highland & Islands Cheeseboard

Coffee & Presidium Chocolates

We were also entertained with an after dinner speech by Drew Ratter, from the Crofter's Commission, entitled "Faerdy Maet—a Crofter's Diet from Poor Soil and Salt Water".

A Ceilidh followed for those with the energy.

### *SUNDAY SESSION*

The Interim Board of Slow Food UK was introduced. This consists of John Fleming, (Ludlow Marches), Sue Miller, (Bristol), Pam Rodway, (Highlands & Moray), Wendy Fogarty, (London), John Tiller, (Edinburgh), and a representative of Slow Food International from Italy.

The Board will be in an acting position until elections are held around the next Conference. People will receive a note to sign so they can be a member of Slow Food UK as well.

### *WORKSHOPS*

**Terra Madre** with Nicola Ferrero/Michael Dimok

**The Ark of Taste & Presidia** with Sarah Freeman/Silvio Monasterolo

**Running a Convivium** with Michele Field/Tamara Schiopu

The venue was spectacular. The program was inspirational. The food was divine. A great start for Slow Food UK.

Ian Bird

2<sup>nd</sup> Sept 2005