

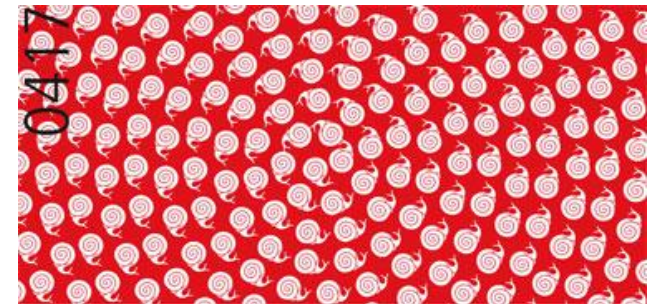


Slow Food

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Green Design & the City

The Basics

- ▶ Founded in 1986 by Carlo Petrini
- ▶ In response to the opening of fast food giant, McDonalds, in Rome
- ▶ The enjoyment of eating food
- ▶ Support artisanal and local food
- ▶ Environmentalism goes hand in hand with food culture
- ▶ Logo is the snail



Promote Good, Clean, and Fair Food

- ▶ Good: recognizable aroma and flavor to a well trained palate, derived from natural growing methods
- ▶ Clean: farming methods that promote biodiversity and protect the environment
- ▶ Fair: balanced global economy that supports social justice and fair working conditions



Methods

- ▶ **Defending biodiversity**
 - ▶ Identify local foods
 - ▶ Traditional growing methods
 - ▶ Financially support farmers
 - ▶ Salones
- ▶ **Link producers and co-producers**
 - ▶ Farmer's markets, food fairs, local restaurants
- ▶ **Taste Education**
 - ▶ Sensory workshops for local children
 - ▶ Taste workshops for adults
 - ▶ Slow Food University of Gastronomy Sciences



Slow
fish[®]
Good, Clean and Fair.

The logo for Slow Fish features the word 'fish' in a large, blue, cursive font, with 'Slow' in a smaller, red, sans-serif font above it. Below the main text is the tagline 'Good, Clean and Fair.' in a black, serif font.

Drawbacks

- ▶ **Started as an elite group**
 - ▶ Lack racial and economic diversity
- ▶ **Artisanal and local foods tend to be more expensive**
 - ▶ Is only available to people who can afford it
 - ▶ Include the real environmental cost of food
- ▶ **Validity of the movement**
 - ▶ Critics say it's a collection of grassroots individuals
- ▶ **Many left-wing messages have been lots to the masses**
 - ▶ Anti-globalization, against corporate greed



Expansion

- ▶ **Expansion around the world**
 - ▶ Groups in 132 countries
 - ▶ Over 100,000 members
- ▶ **Industry out of Slow Food**
 - ▶ Bra, Italy is a tourist destination
- ▶ **Cittaslow**
 - ▶ Sister movement
 - ▶ Promotes Slow Cities
- ▶ **Future Salones**
 - ▶ Environmental and food topics



Improvements

- ▶ **Become region specific for chapters**
 - ▶ Allow USA to concentrate on specific goals
- ▶ **Lacks clarity at local level**
 - ▶ Have equal focus on event for member and the community
- ▶ **Use technology as a tool**
 - ▶ New machinery to aid farmers
 - ▶ Social networking to educated individuals





Questions?



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Images

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