

## Terra Madre Salone del Gusto presents this year's major innovation: The #foodforchange thematic areas

*Slow Meat, Slow Fish, Seeds, Food and Health, and Bees and Insects are the 5 #foodforchange thematic areas of Terra Madre Salone del Gusto 2018*



Organized by Slow Food in collaboration with the Region of Piedmont and the City of Turin, Terra Madre Salone del Gusto, the most important international event dedicated to food culture, will be held in **Turin**, Italy, **from September 20 to 24**, 2018. Over **7,000** delegates from **150 countries**, over **1000** exhibitors, 300 Slow Food Presidia, and 500 Terra Madre food communities will gather in Turin.

The five #foodforchange thematic areas - [Slow Meat](#), [Slow Fish](#), [Seeds](#), [Food and Health](#), and [Bees and Insects](#) - are this year's major innovation and will structure a thematic program, designed along with the Terra Madre communities, that speaks to everyone. Each area will feature **thematic forums**, where network delegates will share their experiences; **Taste Workshops**; **Cooking Schools**; and an **Interactive Path**, where experts will introduce visitors to important topics and guide them through interesting information.

Here you can find the major highlights for each area:

### **SLOW MEAT #foodforchange**

[Slow Meat](#) is the Slow Food International campaign dedicated to **raising awareness about meat production and consumption** as well as **animal welfare**. The aim of the area and its activities is to demonstrate to visitors the **impact that meat production** has on our **health**, the **environment**, and **animal welfare**. In the Slow Meat area, differences between intensive farming and **small-scale, sustainable farming** will be highlighted—for instance, did you know that livestock production is responsible for 14.5% of greenhouse gas emissions globally? Among the speakers who will be presenting at the Terra Madre Forums are:

- **Mandy Carter**, campaign manager of [End the cage age](#), who will speak at [The End of Cages](#) (Sept 23, 11 a.m. – 1 p.m.). Slow Food is joining a [European Citizen's Initiative](#)(ECI) to be launched by Compassion in World Farming in September, and will call on the European Parliament to ban the use of cages in animal farming.
- **Caroline Stephanie McCann**, International Councillor for Southern Africa, who will present at [Eat Less Meat, of Better Quality](#) (Sept 23, 2 p.m. – 4 p.m.). Through firsthand testimony about critical conditions due to aridity in

South Africa, she will highlight how climate change is affecting agriculture and farming.

- **Peggy Neu**, campaign director of [Meatless Monday](#), who will take part in [Climate Friendly Farming](#) (Sept 23, 2 p.m. – 4 p.m.). The campaign aims to raise public awareness about the need to decrease meat consumption. For this reason, on Monday, no meat will be used in the Slow Meat area, and space will be given to vegetarian options and the Slow Bean campaign.

### **SLOW FISH #foodforchange**

[Slow Fish](#) is the Slow Food international campaign committed to protecting marine resources, marine and coastal environments, and communities of artisan fishers around the world. The campaign urges people to choose wild-caught fish, give preference to adult fish that are in season, rediscover lesser-known fish species, and not consume species at risk of extinction. The area will teach visitors about several crucial issues that affect the seas—from microplastic pollution to the risks associated with global warming—and how these issues impact marine species. Among the speakers who will present at the Forums are:

- **Mathilde Jounot**, producer of the documentary *Océans, la voix des invisibles* (she is now working on a sequel based on experiences with Slow Fish communities), who will be one of the speakers at [The Art, Music, Cuisine, and Poetry Allied with the Sea](#) (Sept 22, 4 p.m. – 6 p.m.).
- **Kjersti Sandvik**, Norwegian journalist and author of the book **Under the Surface** (about the environmental damage caused by fish farms), who will moderate [Salmon Treated Like Chickens](#) (Sept 20, 2 p.m. – 4 p.m.).
- **Diana Patricia Vasquez Cardenas**, reference person for the **Slow Fish Caribe** project (which involves **Mexico, Colombia, Honduras, Barbados, and Costa Rica**), who will present at [Slow Fish Caribe](#) (Sept 21, 2 p.m. – 4 p.m.).

### **SEEDS #foodforchange**

Slow Food is committed to promoting the **value of seeds** that have been selected by farmers according to traditional principles and wisdom in order to improve yield, flavor, nutritional values, and other qualities over the centuries. Slow Food advocates for **genetic diversity, freedom for rural communities, and growing non-GMO crops**. The Seeds area will provide visitors with information on **rural seeds, food gardens** (in schools and urban areas, and in the Slow Food Gardens in Africa project), and **soil fertility**, as well as on **oilseeds** and their properties. Among the speakers who will present at the Forums are:

- **Amitav Gosh**, well-known Indian journalist and writer, who will be speak at [Where Do Spices Come From?](#) (Sept 20, 4 p.m. – 6 p.m.) and be one of the main presenters of the Conference [Climate Change: How To Face the Biggest Challenges of the Coming Decades](#) (Sept 23, 11 a.m. – 1 p.m.).
- **Guy Kastler**, from *La Via Campesina*, who will participate in [New Technologies, Old Problems](#) (Sept 23, 4 p.m. – 6 p.m.).
- **Kazumi Oishi**, shamaness from the Japanese island of Ryukyu, who will present at [Seed Biodiversity as a Response to Climate Change](#) (Sept 23, 11 a.m. – 1 p.m.).

- **Snezhana Miftakhova**, from the Vavilov Institute in St. Petersburg, Russia (one of the world's oldest and largest seed banks, with more than 323,000 varieties), who will speak at [Banks, Libraries, and Granaries: Where Seeds are Conserved](#) (Sept 22, 11 a.m. – 1 p.m.).

### **Bees and Insects #foodforchange**

Slow Food is committed to defending and promoting insect- and bee-friendly agroecological methods. Slow Food advocates against the use of harmful pesticides and supports small-scale agriculture based on crop rotation and sustainable pest- and weed-control methods that preserve the biodiversity of agricultural landscapes and guarantee sustainability. The aim of this thematic area is to show how important pollinators are for food production, what threatens them, and what choices consumers can make to protect them. Another topic that the area will highlight is the importance of insects as food in many of the world's cultures. There will also be practical examples of insect breeding. Among the speakers who will present at the Forums are:

- **David George Gordon** (also known as the Bug Chef), award-winning author of *The Eat-a-Bug Cookbook*, who will present during [Butterflies in Your Stomach: Innovative Recipes and Insects Start Ups](#) (Sept 23, 2 p.m. – 4 p.m.).
- **Vujadin Kovacevic**, DG Environment policy officer following pollinator initiatives, who will speak at [Insects Helping Agriculture](#) (Sept 23, 11 a.m. – 1 p.m.).
- **Francesco Panella**, one of the most authoritative Italian voices on bees and pesticides and former president of Unaapi (National Union of Italian Beekeepers Associations), who will moderate [Ending Pesticides Use](#) (Sept 22, 11 a.m. – 1 p.m.).

### **Food and Health #FoodforChange**

Slow Food is committed to promoting **healthy lifestyles** and **conscious consumer behaviors**. The goal of the Food and Health area is to raise awareness about the importance of consuming fresh, locally sourced food, preferably organic and biodynamic; devoting time to meals; and learning how to read and understand labels. Among other things, visitors will learn about salt, sugar, and fat, and the differences between industrial products and those produced artisanally. Among the speakers taking part in the Forums will be:

- **Vytenis Andriukaitis**, EU Commissioner for Health and Food Safety since 2014, who will speak at [Antibiotic Resistance: a New Health Emergency](#) (Sept 20, 2 p.m. – 4 p.m.) and at [Waste and Food Security: EU Health Commissioner Vytenis Andriukaitis meets with Citizens](#) (Sept 20, 6 p.m. – 8 p.m. at Circolo dei Lettori).
- **Sandor Katz** (also known as “Sandorkraut”), the global fermentation guru, who will present at [Natural is Possible](#) (Sept 23, 10:30 a.m. – 12:30 p.m.) and he will lead the Taste Workshop [Wild Fermentation](#), already sold out.
- **Pierre Thiam**, the king of African nouvelle cuisine, who will lead two Taste Workshops in the Food and Health area: [Senegal: Pierre Thiam and](#)

[Resource Trees](#) (Sept 22, 5:30 p.m. – 6:30 p.m.) and [Senegal: Pierre Thiam and Forgotten Cereals](#) (Sept 23, 5:30 p.m. – 6:30 p.m.).

*Terra Madre thematic Forums are presented by delegates of the network and are open to the public as long as seats are available. [Click here](#) for the list of available events, which is constantly updated.*

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To request press accreditation, please click [here](#).

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*[Slow Food](#) is a global grassroots organization that envisions a world in which all people can access and enjoy food that is good for them, good for those who grow it, and good for the planet. Slow Food involves over a million activists, chefs, experts, youth, farmers, fishers, and academics in over 160 countries.*

