

## THE CONFERENCES OF THE SALONE DEL GUSTO 2010

### Thursday, 21<sup>st</sup> October 2010

Sala Laboratori Vino 1 Oval – 8,30 pm

#### **You be the judge: the culture of wine tasting**

How do you give a reliable opinion about a wine? Technical skills, taste education, knowledge of places and cultures are all elements which contribute to form a opinion, and in some cases create an occupation.

With **Jonathan Nossiter**, author of the documentary *Mondovino* and of the book *Le vie del vino* (Einaudi); **Elisabetta Foradori**, winemaker; **Giancarlo Gariglio** and **Fabio Giavedoni**, editors of the guide *Slow Wine: Storie di vita, vigne e vini in Italia* (Slow Food Editore) in a debate with **Maurizio Gily**, editor of *Millevigne*, the journal of Italian vine-growers.

### Friday, 22<sup>nd</sup> October 2010

Sala Azzurra – 12 noon

#### **A Revolution in the Garden**

For some time, Slow Food has been convinced of the revolutionary power of the small kitchen garden. Now we've translated our beliefs into a manual on how to grow your own good, clean and fair food, explaining how to choose the best plants for your area and sustainable and ecological cultivation methods, without ever forgetting that the main purpose of a kitchen garden is to make people happy. We'll talk about school gardens, home gardens and ornamental gardens, how to garden in the city on balconies, walls, roofs and roads, and finally, how to develop community gardens that promote education and social renewal.

With **Emanuela Rosa-Clot**, editor of *Gardenia*; **Alberto Arossa**, editor of the manual; **Manuela Giovannetti**, Dean of the Faculty of Agriculture, University of Pisa.

Sala Gialla – 12 noon

### **Who's Stealing Africa's Land?**

A new danger is threatening African agriculture. In the hungriest continent in the world, arable land is being sold off to richer countries, which, money in hand, are on the hunt for resources. African governments are conceding millions of acres to governments and private businesses in China, India, Korea, Saudi Arabia and Europe. Local farmers thus lose their land, and with it the chance to cultivate food and live in their own communities. How serious and widespread is this phenomenon, and what virtuous models can be applied curb it?

*Organized by the Slow Food Foundation for Biodiversity and the Piedmont Regional Authority.*

With **Franca Roiatti**, author of *Il nuovo Colonialismo* (The New Colonialism); **Ralava Beboarimisa**, Collectif pour la défense des Terres Malgaches; **Clara Jamart**, AGTER; **Nyikaw Ochalla**, Province of Gambela, Ethiopia; **Antonio Onorati**, president of Crocevia; **Giovanna Quaglia**, Piedmont Regional Authority, Head of the Department of Finances, Human Resources, Patrimony and Equal Opportunities.

Sala Avorio – 3 pm

### **Along the 29th Parallel: The Dates of the Desert**

An extraordinary number of ancient varieties of dates exist in Libya. This conference will present a project to improve and promote the fruit of native date palms in the Al Jufrah oasis, supported by the Italian Ministry for Foreign Affairs and the Istituto Agronomico per l'Oltremare. A Slow Food-produced publication will be presented and a documentary about the project will be screened.

With **Piero Sardo**, president of the Slow Food Foundation for Biodiversity.

Sala Azzurra – 3 pm

### **Education for the Future**

The challenge for the future is to change food habits by reading the complexity of the food system through the lens of pleasure. Citizen-consumers, conscious of their role and power, have to push local policy-makers to help multiply good individual and collective practices: eating less meat, sustainable and convivial cafeterias, care about fish consumption, the creation of vegetable gardens and so on. Our future depends on food and the future of food depends on our education.

With **Valeria Cometti**, Slow Food's education director; **Cristina Bertazzoni**, psychosocial educator and professor of methodology of pedagogic research at the University of Brescia; **Laura Bettazzoli**, Bonduelle Foundation; **Francesco Mele**, educator and expert in play communication; **Gianfranco Staccioli**, University of Florence, Italian National Secretary of CEMEA – Centres of Active Education Practice; **Micaela Mazzoli**, Slow Food educator; **Manfred Max Neef**, economist, Universidad Austral de Chile.

Sala Gialla – 3 pm

### **Generazione T: The Resurgence of Young Italian Farmers**

“T” stands for terra, the land, but also Terra, the Earth. Italian agriculture is aging, but signs of hope are emerging from the Slow Food presidia and other initiatives, and the number of young farmers is on the rise. They use the internet, they travel widely, they are dynamic and informed, full of passion and new ideas. They unite technology and traditional techniques to produce foods of the highest quality, while preserving soil fertility, biodiversity and the beauty of rural landscapes.

With **Carlo Petrini**, president of Slow Food; **Giorgio Ferrero**, independent farmer; **Tshediso Johannes**, Youth Agricultural Ambassadors; **Francisco Cabeco**, president of Joca association; **Simone Cualbu**, Fiore sardo Presidium; **Elisabetta Savarese**, National Rural Network – Rete Rurale Nazionale; **Roberto Moncalvo**, responsible of young farmers, Coldiretti Piemonte.

Sala Azzurra – 6 pm

### **The Cheesemaking Revolution**

Small-scale quality cheese production is under increasing threat from all angles and is in desperate need of liberation. This is an appeal to everyone—

producers, consumers, researchers, lawyers and experts—who prefers to make or eat real cheeses, produced without artificial enzymes, pasteurization and GMOs, from the milk of properly raised animals, ideally local breeds.

With **Piero Sardo**, president of the Slow Food Foundation for Biodiversity, and **Roberto Rubino**, CRA – Consiglio per la Ricerca e la Sperimentazione in Agricoltura (Council for Research and Testing in Agriculture).

Sala Gialla – 6 pm

### **Common Goods: Utopia or Necessity?**

Common goods are resources without which the planet and humans would not be able to survive. Water and air are the first two to come to mind, but there are many others we don't think about so often, like soil fertility and health. Others are completely ignored. Common goods must be kept far from the market. Instead, we need shared processes to draw up regulations to ensure that no one is denied what they need to live, and which is therefore a right.

With law professor **Stefano Rodotà**; economist **Stefano Zamagni**; sociologist **Franco Cassano** in a debate with **Cinzia Scaffidi**, director of the Slow Food Study Center.

Sala Gialla – 8,30 pm

### **The network of Cittaslow remembers Angelo Vassallo, model of a major**

With the aim of not forgetting Angelo Vassallo and his example, the network of Cittaslow and Slow Food meet together in the name of Terra Madre, in order to remember the Major of Pollica, murdered in the night of September 5th.

Within the debate projection of films by Piero Cannizzaro, including the last interview to the Major of Pollica, formerly vice-president of Cittaslow International.

With **Carlo Petrini**, president of Slow Food; **Roberto Burdese**, president of Slow

Food Italy; the president of Cittaslow International, **Gian Luca Marconi**, Major of Castelnovo ne' Monti; the coordinator of Cittaslow Italy, **Tommaso Sgueglia**, vice-major of Caiazzo; the vice-president of Slow Food Italy, **Silvio Barbero**; the director of Cittaslow International, **Pier Giorgio Oliveti**; **Sergio Chiamparino**, major of Turin and president of ANCI; the vice-major of Pollica, **Stefano Pisani** and with the participation of **Giuseppina Vassallo**.

## Saturday 23<sup>rd</sup> October 2010

Sala Azzurra – 10 am

### **Master of Food: Teaching Good, Clean and Fair**

How can you educate people about their food habits in an enjoyable and engaging way? The newly redesigned Master of Food courses attempt to answer that question. After ten years and 3,000 courses, it was time for an overhaul of the Master of Food project. Slow Food began by looking at what lies behind our food choices, and what their consequences are for the health

of humans and the environment, then designing a curriculum to train tomorrow's consumers. Education will no longer be just in the classroom but also in places where food is produced, processed and sold, using a participative teaching style.

With **Alberto Fabbri**, president of studies council of Slow Food Italy; **Valeria Cometti**, Slow Food's education director; **Cristina Bertazzoni**, psychosocial educator and professor of methodology of pedagogic research at the University of Brescia; **Roberto Burdese**, President of Slow Food Italy; **Mauro Bagni**, regional secretary of Slow Food Toscana; **Fabio Giavedoni**, Slow Food Editore, editor of the guide Slow Wine 2011. Partners and supporters of the initiative will give their regards.

Sala Avorio – 12 noon

### **Honey, the Magic of Bees**

*Il Miele – La magia delle api (Honey, The Magic of Bees)* is the fourth volume in Slow Food Editore's *Per mangiarti meglio* children's library, designed to communicate Slow Food themes to young children, with an entertaining style, easy language and lively illustrations. The books are the work of renowned children's writers and illustrators, and this volume describes how honey is made, focusing on the fascinating world of bees and their essential link to biodiversity.

With **Francesca Valente**, author of the volume; **Benedetta Giaufret** and **Enrica Rusinà**, illustrators of the volume; **Simona Luparia**, editor of the library; **Francesco Panella**, President of UNAAPI – Unione nazionale associazioni apicoltori italiani (National Union of Italian Beekeeper Associations); **Andrea Paternoster**, honey producer, Azienda Agricola Mieli Thun.

Sala Azzurra – 12 noon

### **Combining Taste and Health**

Food can be both pleasurable and good for you. We often forget just how much our health is dependent on what we eat. Bringing together food and well-being means re-educating our senses and practicing a new style of food production, processing and consumption, at both an individual level and in the redesign of public food service systems. The active role of local communities is increasingly central to this journey, which involves everyone of every age.

With **Andrea Pezzana**, director of clinical dietetics and nutrition at the San Giovanni Bosco hospital in Turin; **Ferruccio Fazio**, Italian Minister of Health; **Silvio Barbero**, vice-president of Slow Food Italy; **Maria Luisa Amerio**, responsible of Dietetics and Clinical Nutrition, Asti Hospital; **Augusta Albertini**, public health nutritionist and professor at the University of Ferrara; **Daniela Galeone**, Chief of Prevention and Communication Department, Italian Minister of Health; **Renata Magliola**, Chief of Department of Prevention of Asl TO1; **Antonello Del Vecchio**, Director of Prenatal Complex Ward - Di Venere Hospital, Bari, and member of Slow Food Italy national secretariat; **Andrea Sbarbati**, University of Verona.

Sala Gialla – 12 noon

### **From Abundance to Hunger**

What consequences does our over-abundance of food have on scarcity in other countries? How much of what we produce ends up as waste? Our food contains hidden costs of inequality, over-exploited resources, lost opportunities, pollution and more which are being paid by those without access to food. This conference will look at agriculture and fishing, two very different sectors with similarly negative effects. We need to move on from our wasteful system and look instead to creating well-being and security for the rest of the world's population.

With **Silvio Greco**, chairman of the Slow Fish Advisory Committee; **Vandana Shiva**, environmentalist, president of Navdanya movement; **Angelo Cau**, professor of ecology at the University of Cagliari; **Laura Ciacci**, GCAP - Global Call to Action against Poverty; **Andrea Segrè**, president of Last Minute Market; **Marco De Ponte**, General Secretary of Action Aid Italy; **Sergio Marelli**, President of Food Sovereignty Italian Committee.

Sala Avorio – 3 pm

### **Fair Parmigiano Reggiano: 16 years of quality auctioned for Terra Madre**

A whole 16 years old Parmigiano Reggiano is offered by Santa Rita di Pompeano dairy to be auctioned during the Salone del Gusto. This Parmigiano Reggiano is traditionally prepared from milk of the Modenese white cows, a Slow Food Presidium. The proceeds will be donated to Terra Madre Foundation.

Auctioneer: **Silvio Barbero**, Vice-president of Slow Food Italy.

Sala Azzurra – 3 pm

### **Evolving Places, Evolving Identity**

Every place has its own profile, made up of its soil and climate, its farming practices and constantly updated traditional knowledge. Its inhabitants and the landscapes they have created are a blend of physical characteristics and cultural needs. We must understand how the identity of a place is created and how it evolves so that we can bring its distinctive products together with the promotion of traditional knowledge, while satisfying the market and the identity itself.

With **Yann Grappe**, lecturer in the history of wine at the University of Gastronomic Sciences in Pollenzo; **Giuseppe Alai**, President of Parmigiano Reggiano Consortium; **Giovanni Belletti**, Department of Economics, University of Florence; **Claudia Ranaboldo**, researcher at Rimisp - Centro Latinoamericano para el Desarrollo Rural; **Raffaella Di Napoli**, Rete Rurale Nazionale.

Sala Gialla – 3 pm

### **Capital, Regulations, Distribution: Issues and Prospects for a New Agriculture**

Quality agriculture produces food that respects the palate, health, the environment, the rights of workers and the pockets of consumers. This agriculture already exists, but it needs to be supported with a revised use of public money, which must be used for investment, not subsidies; with regulations made for small companies, not tailored for big corporations; and with a new distribution system, which in its current form is the main source of difficulties and injustices for small- and medium-scale producers.

With **Roberto Burdese**, President of Slow Food Italy; **Sergio Marini**, President of Coldiretti; **Vincenzo Tassinari**, President of Coop Italy; **Paolo Caricato**, European Commission, Directorate General for Health and Consumers, Unit E2 Food Hygiene, Alert System and Training; **Aldo Grasselli**, president of SIMeVeP – Italian Society of Preventive Veterinary Medicine; **Francis Fay**, European Commission, Directorate General for Agriculture & Rural Development, Unit H2 Agricultural Product Quality Policy; **Camillo Zaccarini Bonelli**, coordinator of the rural national network, Institute of services for agro-food market (ISMEA).

Sala Avorio – 6 pm

### **Good packaging**

The award for the best eco-packaging for Slow Food Presidia promotes packaging that is environmentally friendly, recyclable and non-polluting but also preserves the product's traditional characteristics and a sense of its place of origin, transmitting them intact to the consumer. Here experts in environmental sustainability, materials and food preservation from the academic and distribution world will debate possible new paths.

With **Franco Fassio**, University of Gastronomic Sciences in Pollenzo; **Piero Sardo**, president of the Slow Food Foundation for Biodiversity; **Raffaella Ponzio**, responsible of Slow Food's Italian Presidia; **Andrea Distefano**, Director of institutional relations, Novamont, and director of *Valori* magazine; **Primo Barzoni**, Managing Director of Palm; **Carlo Montalbetti**, Chief Executive of Comieco; **Roberto Calibri**, Commercial and Marketing Director of Verallia; **Maurizio Mariani**, Managing Director of Sotral; **Piero De Luca**, packaging responsible of Pastificio Garofalo; **Antonio Russo**, Director of Consorzio Nazionale Acciaio; **Marco Gasperoni**, General Director of Rilegno.

Sala Azzurra – 6 pm

### **Quality at the Right Price**

What does quality cost? To establish a fair price, it is necessary to identify the costs of production and the evaluation criteria that contribute to determining the value of a product. Often small- and medium-scale producers do not know how to calculate their own costs, but they have to educate consumers about the real cost of quality. This is the only way to construct a virtuous relationship between producers and consumers, or “co-producers”.

With **Fernanda Roggero** of *Il Sole 24 Ore*; **Gianluca Brunori**, Faculty of Agriculture, University of Pisa; **Gigi Frassanito**, referent of Earth Markets; **Claudio Malagoli**, professor of food-business economics at the University of Gastronomic Sciences in Pollenzo; **Bruno Scaltriti**, University of Gastronomic Sciences in Pollenzo.

Sala Gialla – 6 pm

### **Foods Without Place GMOs and Nutraceuticals**

Often those who create the problem also seek to sell us the solution. Diets based on foods that offer little nutritional value and are often harmful have created a demand for health that the food industry has responded to with so-called functional foods. These products, artificially enriched with vitamins and minerals, are often made using GMOs. These foods without culture, without identity and without place, promise to cure us of diseases we would not be suffering from if only we ate properly, seeking “neutraceuticals” in the soil of a kitchen garden.

With **Stefano Masini**, Environment and Territory Director, Coldiretti; **Massimo Montanari**, professor of medieval history at the University of Bologna; **Manuela Giovannetti**, Dean of the Faculty of Agriculture, University of Pisa; **Marcello Buiatti**, professor of genetics at the University of Florence.

## Sunday 24<sup>th</sup> October 2010

Sala Azzurra – 12 noon

### **Migrations: (Re)creating Places with Food**

What with Italians who take their own spaghetti on holiday with them and Fontina Valdostana cheese made by Indian immigrants, in many ways food makes distant and diverse places seem close to home. Immigrants, refugees and even tourists recreate their home through foods, rituals and gastronomic memories. Meanwhile, places and cultures can transform from anonymous and hostile into familiar and significant through food production, processing and consumption practices.

With **Simone Cinotto**, professor of contemporary history at the University of Gastronomic Sciences in Pollenzo; **Andrea Pieroni**, professor of ethnobotany at the University of Gastronomic Sciences in Pollenzo; **Rossella Cevese**, University of Verona; **Sebastiano Ceschi**, CESPI – Centro Studi Politica Internazionale (International Politics Study Centre), Fondazioni4Africa project; **Aichatou Sarr**, President of the Association of Senegalese *Stretta di Mano*, Fondazioni4Africa project; **Marco Maggi**, Director of Communications and Corporate Identity, job placement service Obiettivo Lavoro; **Tana Anglana**, project manager Migration and Development, OIM Roma.

Sala Gialla – 12 noon

### **Small is Beautiful 1973-2010: Using Ernst F. Schumacher's Theories to Read the Current Crisis**

Considered one of the hundred most influential books published since the Second World War, *Small Is Beautiful: Economics As If People Mattered* by Ernst F. Schumacher is being republished in Italian by Slow Food Editore almost 40 years after it was first released. Two contemporary economic theorists will discuss the book and its relevance to the current global economic crisis.

With **Loretta Napoleoni**, economist, author of *Maonomics* (Rizzoli) and contributor to *Internazionale* magazine, and **Woody Tasch**, author of *Slow Money* (Chelsea Green).

Sala Avorio – 3 pm

### **Quality milk**

In a world that tends to see milk as a single, unchanging product, a handful of projects are seeking to differentiate quality milk. Following the example of the wine world while recognizing the distinctive nature of milk, the experience of “Latte Nobile” (Noble Milk), launched in Italy and now continued in South America, can offer one possible model. The milk comes from animals with a maximum production level of 5,000 liters per lactation; 70% of their diet must be made up of at least four different plants.

With **Roberto Rubino**, CRA – Consiglio per la Ricerca e la Sperimentazione in Agricoltura (Council for Research and Testing in Agriculture).

Sala Azzurra – 3 pm

### **Taste Education for Babies**

It has been widely shown that the flavours, textures and varieties of foods tasted in the first months of a baby’s life give it a sensory education it never loses. Exposure to taste begins in the womb and continues during nursing and complementary feeding. But what is the best way to educate the palates of the very young? How can we teach them to discover, choose and appreciate different foods?

With **Simona Luparia**, responsible of the SlowKids project; **Gabriella Morini**, professor of molecular aspect of taste at the University of Gastronomic Science in Pollenzo; **Emidio Mansi**, Sales Manager of Pastificio Garofalo; **Antonello Del Vecchio**, Director of Prenatal Complex Ward - Di Venere Hospital, Bari, and member of Slow Food Italy national secretariat; **Marcella Oggerino**, president of the midwives association of Cuneo province.

Sala Gialla – 3 pm

### **BIOCHAR – the Third Green Revolution?**

From the Amazonian region a new discover arrives, helping both the climate change fight and the agriculture, especially the tropical one which is typically characterized by decayed soils. We will discuss about the biochar, a source of great hope and some concerns, which has already been called “the new gold”. This round table will take together four experts, discussing about the on-going Italian and African experiments and the status of the international research projects.

With **Brando Crespi**, Co-founder and Director of Pro-Natura International; **Franco Miglietta**, Director of the Institute of Meteorology of the CNR e founder of ICHAR, Italian Biochar Association; **Nat Mulcahy**, World Stoves; **Alessandro Peressoti**, University of Udine.

Sala dei 500, Centro Congressi Lingotto – 3 pm

### **Torino’s Masters of Taste**

Now in its fifth edition, Maestri del Gusto (Masters of Taste) offers an up-to-date picture of food production in and around Torino, highlighting the artisans, farms and retailers whose products are of the highest quality, produced in harmony with nature and offering pleasant surprises for the palate. Over 150 Masters of Taste from the 2010 edition will be honoured at the Salone del Gusto.

With **Alessandro Barberis**, President of the Turin Chamber of Commerce, and **Silvio Barbero**, Vice-president of Slow Food Italy.

## Monday 25<sup>th</sup> October 2010

Sala Gialla – 12 noon

### **Osterie d'Italia 2011**

Slow Food's flagship guide to the best informal eateries in Italy comes to Torino with a presentation of the 2011 edition, containing reviews of over 1,700 restaurants around Italy that offer traditional, local cuisine in a warm and welcoming setting at reasonable prices.

With **Paola Gho**, editor of Osterie d'Italia; **Carlo Petrini**, President of Slow Food; **Alberto Capatti**, professor of history of cuisine and gastronomy at the University of Gastronomic Sciences in Pollenzo.

Sala Azzurra – 3 pm

### **From Field to Kitchen**

Cooks are valuable ambassadors who help communicate the memory and identity that a community expresses through its food. Their work is essential to safeguard food biodiversity. Many small-scale producers have found an indispensable ally in cooks, who help them protect their inheritance of traditional knowledge. Here we'll hear a few stories that will hopefully inspire a new way of conceiving local cuisine.

With **Marco Bolasco**, editorial director of Slow Food Editore; **Raffaele Cavallo**, President of Slow Food Abruzzo and Molise.

Sala Gialla – 3 pm

### **Food Policy: The Terra Madre Vision**

Food policy cannot consider food as a simple product, but must instead see it within a complex system that includes the well-being of people, the health of the environment, the beauty of the landscape, the economy of local areas, the richness of ecosystems, the protection of rights and the respect of cultures. So what does a good food policy maker need to know? Terra Madre has drawn up a memorandum for the policy world, which will be presented to the Salone's visitors during this event.

With **Carlo Petrini**, President of Slow Food; **Serge Latouche**, economist and philosopher, University of Paris South XI; **Manfred Max Neef**, economist, Universidad Austral de Chile; **Marcello Buiatti**, professor of genetics at the University of Florence; **Daniele Giovannucci**, Committee on Sustainability Assessment; **Roberto Ridolfi**, European Commission, Directorate General AIDCO, Head of Unit, Central Management of Thematic Budget Lines under DCI and facility for rapid response to soaring food prices in developing countries.