



# Slow Food® Dros Y Fenai

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The Anglesey Sea Salt Company Ltd  
Speciality Fine Food Fair - Stand number 725  
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# Slow food and Food producers

- Why is Slow Food important to producers?
- Is Slow Food just another trend?
- Can Slow Food survive and thrive?
- How can Slow Food help regional, artisan food producers?



# Slow Food UK

Believes that good, clean, fair food is a right for all. It promotes the greater enjoyment of food through better understanding of its taste, quality and production.



# Slow Food UK

Slow Food is a global, grassroots movement with thousands of members around the world. It links the pleasure of food with a commitment to community and the environment.



# What defines Slow Food?

- Good, Clean & Fair
- Food should taste GOOD: the fast world's obsessions with unnecessary industrialisation, excessive food miles, standardisation and homogeneity very often result in bland food that simply doesn't taste as good as food that has been produced locally with care, pride and passion.

Food should be CLEAN: it should be produced in a sustainable way, without any negative impact on our environment, and with a minimum of artificial intervention.

- Food should be produced in a FAIR way: its producers should not be exploited but should be paid a fair amount for their skill and labour.



# Slow Food Local Groups

With over 50 local groups, 1500 members and hundreds of activities across the UK – Slow Food is the growing movement changing the way we eat and what we purchase.



Each group has its own local focus and characteristics depending on the area it covers and the issues members want to address and promote. The group leader and committee are elected by the members and the activities reflect the interests of the group and the opportunities afforded by the particular location.

The next slides give some local examples.



# Anglesey Example

- Event that helped promote a local ice cream business: The Red Boat
- Product was good, tasted and tested.
- Maker had been to Italy studying icecream
- Done a course at Carpigiani
- Committed to the best quality
- Queues outside his shop- a 'must do' activity when visiting Beaumaris
- At the Dros y Fenai Slow Food event 30 people paid £15 a head to hear him speak and tasted his newest flavours.



# Another Anglesey Example

- Welsh Black Cattle
- His 8 animals take 3.5 years- a year longer than most other beef cattle
- He charges more , but people will pay more as they taste better
- He hosted 59 people for a farm tour and barbecue
- The meat is sold through the local butcher – everyone benefits.



# The Poo test

- Look at a cowpat that is a few days or weeks old.
- Is it disturbed by birds?
- If not, then farmer is using powerful pour on wormers that go through leather.
- Alternative is good land, rotation of stock, extensive grazing and great flavour.
- Chemical cowpat can be there a year later!
- A 'Slow Food' cowpat will have been reabsorbed



# Slow Food Local Groups

The network of dedicated volunteers around the country organise events and activities to promote and share the Slow Food ethos



*Activities include taste workshops, farm visits, social meals, film screenings, markets and festivals, educational projects*



**Im Frazier of Knochanrioch Farms** introduced Highland cattle

**Pam Rodway of Wester Laurenceton Farms** explained the cheese-making process

**Maggie Sutherland of Clachandreggy farm** showed what a true head of lettuce and tomato should taste like

**Paul Eddy** gave a fascinating talk on the varieties and history of apples on his orchard

England brought furthermore adventures:

**Peter Greig's Pipers Farm** in Devon, where the cattle grazed freely  
**Suzanne Wynn**, leader of the Somerset local group, conveyed her vast knowledge of bread-making alongside her husband Ian Pratt

**Andrew Dennis of Woodlands Farm** in Lincolnshire showed off his black and silver turkeys and vegetable box scheme

**Julian Carter of Hambleton Bakery** in Rutland, shared his sublime bread



**Austin's Mount Pleasant Wind Mill and Tea Room** introduced milling and baking

The **Tennison family**, a family of young bakers, in Sussex explained their passion.

**Tom Oliver** in Herefordshire provided samples of Three Counties Perry at his impressive farm and orchard

**Carole Bamford** of **Daylesford Organics** tempted with stunning foods.

**Peter Kindersley** of **Sheepdrove Farm** in Berkshire, showed the colossal mecca of animals, organic fields and an eco conference centre

**Clare Marriage** of **Doves Farm** in Berkshire taught some bread-making skills



# Slow Food International

- Every two years in October, 5000 small food producers meet in Italy Turin for Salone del Gusto and Terre Madre
- It's a great place to sell your wares and get inspiration.
- We have been 4 times and come back exhausted but motivated and encouraged.









# Laboratori del Gusto Taste Workshops

Sponsor Ufficiali







# How can you work with Slow Food?

- Working with wealthier consumers- not always a benefit
- Achieving a point of difference
- Being able to talk to customers about Slow Food
- Can't be Slow Food approved – not an inspection scheme like Organic
- Can't use the logo on packaging
- Can talk about it on facebook and Twitter
- Have to be members in own right as individuals not as a business



# Booths and Slow Food

Slow Food and Booths partnership deal, which will promote the quality, provenance, seasonality and regionality of food. The partnership will enable Slow Food to build on its core infrastructure, serve its network of local groups more efficiently and support its education projects. It will also see a number of initiatives put in place, including; Taste Adventure interactive workshops to communicate the excitement of food to families, membership of Slow Food for both Booths staff and customers alike and recipe cards throughout the store highlighting 'good, clean and fair' food



# Slow Food UK

With over 50 local groups across the UK from the Highlands of Scotland to the Cornish coastline, you can be part of this international movement through membership of your local group.



# Support from Slow Food UK

The national education programme is designed to encourage people of all ages to think more about food – where it comes from, what it tastes like, and how to cook and prepare it.



# The Taste Adventure

An interactive experience for children to explore food using all five senses has now been delivered to over 2000 children and their families at food festivals across the UK.



*"Informative and challenging - a very good idea," said Neil father of Adventurers Charlotte (11) and Jack (7).*



# Slow Food Baby

Children begin to develop tastes and eating habits in the first few years of their life that will last them a lifetime. We are developing resources for families to guide them in nourishing their children.



# Slow Food on Campus

Launched in four universities, with more in development, we work to improve food systems and develop the food ambassadors of the future.



*Activities include film screenings, talks and debates, or practical pursuits like growing edible campus gardens or hosting farmer's markets*



# Slow Food Wisdom

Will rediscover the food traditions that make up a vital part of our cultural inheritance, and create social opportunities and the means to pass them on.



# Slow Food Ark of Taste

Uncovers and promotes exceptional food products and rare breeds in danger of disappearing due to current food production and distribution systems.



*Local projects focus on a group of producers of a single product. They work together to develop production and marketing techniques to allow their work to be economically viable*



# Slow Food: National Events

The Slow Food Pavilion is at all four BBC Good Food Shows and offers bursaries and subsidised stands for small producers.



*This helps raise the profile of producers who agree with our good, clean, fair ethos. We are also at the Real Food Festival, START Garden Party, Taste and others*



# Slow Food: International Events

Terra Madre is an international event with over 5,000 delegates held in Turin, Italy every two years. There are delegate places to offer to members and producers.



*Delegates include food producers, cooks, academics, youth and people working in the field of sustainable food production and consumption from 153 countries*



# Slow Food Partnerships

Slow Food UK is committed to working with like-minded organisations that work together to spread the Slow Food ethos including national press and magazines, not-for-profit organisations, international businesses and more



# Summary

- Slow Food is here for the long term
- Been around since 1989
- Offers a point of difference
- Only works if you and your business are in tune with the ethos
- Gives credibility when the chips are down
- Allows sales based on quality and not quantity



Can you  
ignore  
Slow Food?



# Join Slow Food

As a member your annual subscription is shared between the international, national and local activities, so you can be sure your membership has a direct positive impact in your local area, and makes a difference to food communities across the globe.



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