

Slow Food activities in promotion of organic products

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Manufacturers – Products - Consumers

**The manufacturers need securness, that their products will be bought
The consumer wants a certain quality and needs knowledge**

**The mediator inbetween can be Slow Food with knowledgetransfer and active
promotion of products**

**The power - and the responsibility of the consumer as a
coproducer: three times the day**

- 1. Knowledge (about Biodiversity, Economy and regional value adding)
Slow Food is ... and what does Slow Food do?**
- 2. Activities in promotion**

Knowledge (about Biodiversity , Economy and regional value adding)

Slow Food is:

A global grassroots organisation that envisions a world in which all people can access and enjoy food that is:

- good for them
- good for those who grow it
- good for the planet

- 1986 Foundation of Slow Food Italy
- 1989 Foundation of Slow Food International
- 1992 Foundation of Slow Food Germany

SlowFood is organised in local groups and food communities,
 > 100.000 members, > 150 countries, > 1500 convivia;
 the network is joined by local authorities schools, associations,
 small scale producers, cooks and academics.



Knowledge (about Biodiversity , Economy and regional value adding)

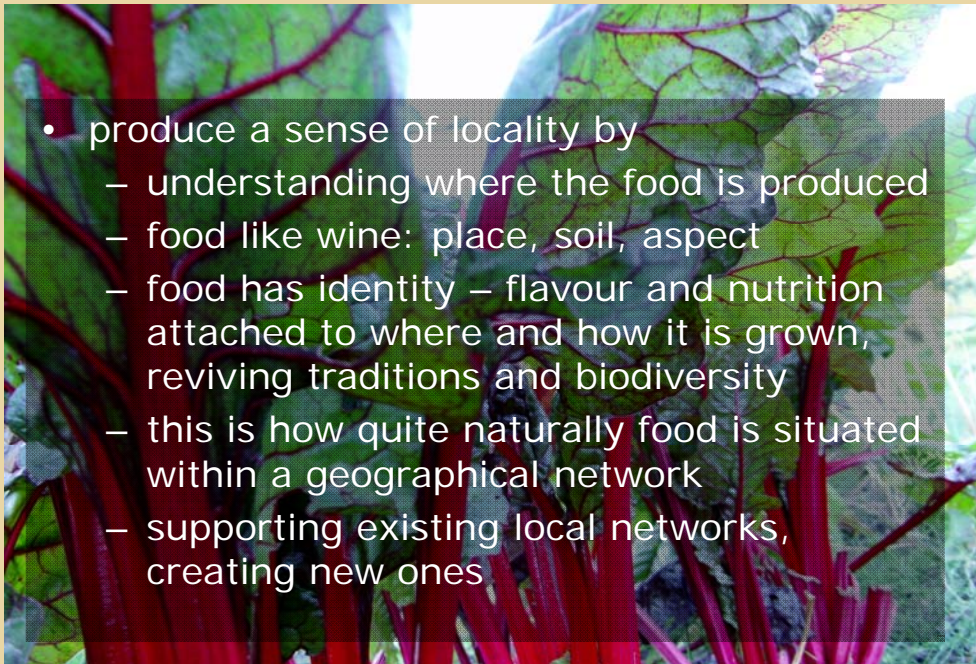
What does Slow Food do?

- Defend Biodiversity
- Develop networks, like Terra Madre
- Food and Taste Education
- Connecting Producers and Consumers
- Support alternative forms of food production

- Campaign on issues such as
 GMOs
 Land Grabbing
 Slow Chees, - Fish, - Wine
 Food Sovereignty
 Young Generation
 Raw Milk



Knowledge (about Biodiversity , Economy and regional value adding)



- produce a sense of locality by
 - understanding where the food is produced
 - food like wine: place, soil, aspect
 - food has identity – flavour and nutrition attached to where and how it is grown, reviving traditions and biodiversity
 - this is how quite naturally food is situated within a geographical network
 - supporting existing local networks, creating new ones

Knowledge (about Biodiversity , Economy and regional value adding)

Why local?

Taste: seasonal products, harvested when perfectly ripe

Biodiversity: locally suitable and varieties, - best adapted to soils and climate – rather than those selected for their ability to withstand long-distance transportation

Ensuring the survival of traditional, sustainable production methods, indigenous breeds and species and food varieties

Preservation and protection of the local landscape and regionality

Rural employment and upskilling

Better knowledge of and control over what we eat and how it is produced: aim is food sovereignty



Activities in promotion

What is
Markt des guten Geschmacks?
(Market for Good Taste)



Quality of exhibited products meet the following criteria:

- Traditionally and manually manufactured
- Free of genetically modified raw materials
- Free of additives, flavourings and yeast extract
- Free of synthetic sweeteners and chemically manufactured sweeteners

Rules for Cereals, Meat, Dairy products, Useful plants, Sweets, Beverages, Wine

Lets have a look into the fair 2009!

Activities in promotion

Why
Markt des guten Geschmacks?
(Market for Good Taste)

- Highest Quality of food products on the whole Market
- Presentation of the best artisan food producers
- Visitors concentration interested in best quality
- Excellent marketing platform for the best products
- Every year a partner country (2012 Poland)

What about a Baltic country in 2013?

I invite you:

- to visit Slow Food Fair Stuttgart, April 12 – 15
- to present this market to your ministry!

Markt des 
guten Geschmacks
die Slow Food Messe

12. – 15. April 2012
Messe Stuttgart





Slow Food®

Thank you for your attention!

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*Markt des
guten Geschmacks*



die Slow Food Messe

12. – 15. April 2012
Messe Stuttgart