

Slow Food Canada National Meeting Minutes
Friday, May 4, 2012, 8:30 am to 11:30 AM and 2:45pm to 6:00 pm
Hotel Selkirk, Edmonton Alberta

Minutes taken by **Grace Evans** and revised by **Valerie Lugonja**
Presided over by Interim President **Bobby Grégoire**

Attendance

Delegates

1. Joanne MacKinnon
2. Sinclair Philip
3. Alison Bell
4. Jacqueline Chalmers
5. Kris Vester
6. Valerie Lugonja
7. Tom Rudge
8. Voula Halliday
9. Marianne Stewart
10. Laurie Knechtel
11. Bobby Grégoire
12. Michael Howell
13. Angus Bonnyman
14. Mara Jernigan

Convivium

- Vancouver (BC)
- Victoria (BC)
- Columbia Valley (BC)
- Southern Alberta (AB)
- Calgary (AB)
- Edmonton (AB)
- Whitehorse (YT)
- Toronto (ON)
- Superior (ON)
- Perth County (ON)
- Montreal (QU)
- Nova Scotia Mainland (NS)
- Northumberland Shore (NS)
- Past President

Observers

1. Heather Pritchard
 2. Glenda Wah
 3. Janet Henderson
 4. Kathleen Charpentier
 5. Cynthia Strawson
 6. Thea Moss
 7. Maria Iocobelli
 8. Jennifer Cockrall-king
 9. Colleen Ingoldsby
 10. Laura Buckley
 11. Penny McKinlay
 12. Ingrid Jarrett
 13. Judy Corser
- Vancouver (BC)
 - Columbia Valley (BC)
 - Calgary (AB)
 - Calgary (AB)
 - Edmonton (AB)
 - Toronto (ON)
 - Saskatoon (SK)
 - Okanagan (BC)
 - Vancouver (BC)

Lillia Smelkova – Guest on Saturday only

8:30 Welcome and greetings: Bobby

8:50 Presence right and quorum met

Minutes from 2011 National Meeting

Bobby Grégoire asked if there are any changes to the minutes, **Michael Howell** thanked **Voula Halliday** for putting together the minutes. Tom moves the motion to accept the minutes, **Voula Halliday** seconded.

REPORTS

Mara Jernigan, Past President Report

- Communication was the goal last year with the hiring of Grace

Bobby Grégoire: Interim President Report

- 1100 members or so in Canada, stable membership in the past few years
- communication must be bilingual, which is very important to reflect the diversity of Slow Food International and of Canada

QUESTION: Michael Howell: How many convivial across Canada?

- **Victoria Smelkova + Bobby Grégoire**: 34 official convivia in Canada, 26-28 legal convivial (20 members and over); but there are a few new convivia springing up, so we are seeing growth.

9:15 Paolo di Croce and Victoria presenting message from Carlo, International VIDEO FROM CARLO PRESENTED (and available online for any convivium that wants a copy: ask Valerie@acanadianfoodie.com)

Paolo di Croce REPORT

- we have more than 1000 members in Canada; we have many more than that, but there is something wrong with the membership system, as the number from the last international membership board was 6000 members; however, considering active people, people involved in gardens, planting and working and being part of it, we have reached over 200,000 people, yet only 6000 people are members
- the last Canadian newsletter should be read by all (last edition article by Paolo) because our Canadian context is quite different from everyone else. Read this one document to help you with understanding how to speak about SFC.
- Carlo has been invited to the Forum on Indigenous Issues, the highest body on the UN for Indigenous issues and he is the first non-indigenous person ever invited to attend. Three components of people are involved:
 - Indigenous organizations,
 - government bodies, and
 - this is the first time that an organization outside of these has been invited.
- Be always proud of what you are doing in your own community as globally every hour there is a Slow Food event and this is slowly contributing to change the world. Always remember that we are part of a global organization.
- What makes SF unique is that we do the same kinds of work everywhere. Be proud of Gardens in Africa; it is really something that just a few years ago we would have never imagined. You need to develop a direct relationship with gardens there; be proud and tell all of our members that SF is doing this.
- What is SF? It is the kind of organization that is doing this kind of thing, Gardens in Africa and being a part of the UN's Indigenous Forum.
- Another topic that is important is Youth. How do we involve young people? The result is 0. The only way to involve youth is to let them give perspective, emotion, opinion. The Youth Food Movement is working and it's great, and they are influencing Slow Food.
- Sell this idea: Good Clean and Fair food for everyone, everywhere. This is a fundamental element for democratic development.
- We have to go beyond the right of food, the right to sustainability. If you read the definition the UN is trying to give for sustainable diet, it is what SF has been trying to say for years. In December 2011, the Special Report on the Sustainable Diet says that Diets with low environmental impact contribute to the present and future of the nation. We must have biodiversity and be persistent.
- Three years ago Paolo went to the UN to talk about this, and a woman who manages billions of Euros asked: "Biodiversity and food? Why?" Now the first thing they say is respect of biodiversity, the next thing is cultural accessibility. Things have changed dramatically in three years.
- You need to address the fact of food security.
- The most effective thing that we are doing is in each convivium. In the middle, we are struggling in many countries. Australia no longer exists because it was expensive or difficult to maintain their independent or associate Slow Food status. Slow Food France, the legal entity, is also closed. There is not the presence of Slow Food in these places. The internal structure of each convivium is fundamental; it is not worth investing in a structure that doesn't work. The proposal for a new structure is for regional organization.
- Political borders are not important. In Europe, we are trying to create SF in all counties. Sweden and Norway are different counties, but food-wise they are the same countries. To redefine regions is up to each country. This doesn't mean not having something national. It means you can organize in a way that best meets the needs of the people within Canada.
- **Sinclair Philip**: This is not true for Canada; our regions can be vastly different
- It is important to think about the Ark. It is critical for our development. It was the real first project that opened the path to Terra Madre. But also, from our perspective, there is no one working on the Ark in Canada. It is really something that can make a difference. This would be a good tool, and is important to start from here to invest time and energy.
- What you said, **Mara Jernigan**, about tourism, reminds me that two weeks ago we were approached by a government in Austria doing small mapping of the area and creating a list of producers and restaurants. They will fund this project. But be careful because it is political. The list of producers etc. will not always align with SF.

CONVIVIUM REPORTS were provided around the table and have been filed

SLOW FOOD INTERNATIONAL: INFORMATION

Paolo di Croce: Great to hear about what is going on.

- Membership: growing our membership is the most important mission we have if we want to change the food system in the world.
- We do it when we represent more than 100,000 members in the world. Having members or friends on Facebook is very different. Never forget this is our number one goal as an instrument to change the food system. **We have to stop to respond to the question of member benefits**, let's describe what we do, and then the questions finish.
- In the US, someone said to me: "I don't understand what I get in return." **I said, let's ask what I can give, not what I can get.** We give money to Greenpeace we know what we're getting in return, we're against nuclear energy; we need our message to be simple enough that they aren't asking this question anymore. I was in Edinburgh and I heard the report of the amazing things they are doing. Afterwards I said **you are organizing more events in a year than the number of members you have.** Have less events but more engaging events, more political, **we are not event organizers.**
- Membership fees: in the US the fee was \$60 which was a great campaign to double the number of members: 26,000 members. Then the problem was that we are elitist, so they decreased the membership fee, and then they lost members when they decreased the fee to \$25. **It is not the membership fee, it is the system.**
- The message: reinforce this strongly. "With food it is less clear. We don't need to raise money for the gardens in Africa, we prefer to act locally" – **no this is the wrong approach.** This doesn't mean to send money, it means that I am not interested in changing the food system where I do not live, in the most remote places in the world. If you believe in changing the food system locally, you must believe in changing the food system globally, and act upon both.
- SF LOGO certification for businesses: this needs to be discussed by you as there is lots of interest in this. In Italy, there are criteria and rules.

Terra Madre/Salone del Gusto and Canadian Participation

Victoria:

- **half of the questions that are being asked can be answered through the website.**
- in November we changed the way membership works: slowfood.com convivial leader area, can access wonderful tools for communications, templates, information about membership: all you need is to have valid membership and use the data of the convivium leader to access
- **Ark of Taste has project information with contact details and blog online**
- on the SFI LEADERSHIP site: 34 Convivia, map of the world, list of active and official registered convivial leaders, list of convivia that are official in Canada. Last year register 3 new convivial, Jackie Chalmers, Northumberland Kawartha, since 2006 more or less the same number of members, about 1150 members in Canada.
- Money used to promote SFC on a national level and international level, communications and Slow Canada newsletter.
- **TM and Congress:** 2010 criteria for delegates based on 2010 event.
- Canada is able to send 11 Congress delegates and 64-65 people according to the criteria in 2010 can be send to TM

Paolo di Croce:

- TM and Salone: The big vision is feeding the planet in a Good Clean and Fair Way. (Half of people in the room have not been to TM) 4000-5000 delegates from all over the world gather for conference, workshops and exchanging knowledge: Salone del Gusto is the commercial part of TM with over 500 exhibitors in the marketplace and more than 300 Presidia products to share. There are less than 1000 exhibitors in a marketplace, yet 200,000 people come to this.
- TM was closed to the public: just for delegates and some guests. This year put together Salone del Gusto and TM and are opening everything to the public and more than 1000 journalists. We ask all TM food communities, to participate and present their Good Clean and Fair food, their projects, their best practices, it is possible to feed the planet this way.
- We hope in 3 editions to have again 160 countries with food, best practices, etc. all able to show what they are doing.
- There are still going to be conferences; there will also be space to have tastings which is helpful for producers. There will be local areas showing that in Edmonton and Alberta there is not just oil, there is good food. Kentucky is not just fried chicken; there are good farms. Let's combine political work with commercial work.

- Producers must bring enough people for all three days
- This morning someone said that TM is an event that contributes to changing someone's life. Whoever has been to TM maybe understands what has been TM, what the meaning is, and can be in the position to help organize.
- Secondly, it is very hard. When we decide to do this kind of new formula, for North America. The point is not for commercial reasons; it is to be an ambassador, in order to feed the world. Best way is to use contacts at local level to represent Canada.
- Deadline was end of April, but I don't care about the end of April. **If we don't have a good response for the end of June, this is a problem.**

World Congress

Paolo di Croce:

- Three important things for Congress:
 - Election of the governing bodies
 - Changing the statute
 - Defining the big vision for the future
- to have a chance to meet the leaders from all over the world, to exchange ideas, to know each other, to feel motivated.
- Salone del Gusto and TM and Congress combined for political reasons, right to access to Good Clean and Fair food for everyone.
- The document is completely new from 5 years ago: we must become educated consumers, education and all are important tasks. Now we are sending this week this document to every single member in the world, hopefully we will get some feedback for Salone.
- The statute you will receive after June is a new proposal: must yet be translated to English. The big changes are in the objectives and the goals.
 - There is a strong change in the convivia, but I think that this will not have an impact on a country like your country, one of the biggest problems in other countries is there is not enough committees, the leader is a one-person show.
 - Proposal put forward in June to have a maximum of 3 delegates from the biggest country, and to have more representatives from more countries, maybe 30. They will go there to listen about strategies, problems, etc. and to open to a lot of new countries that are not represented.
 - To have an Executive Committee, not just a national association, to really dedicate work and time to Slow Food International is most important. The biggest weakness is that people have no time, The President of Slow Food Germany has an unpaid fulltime job, on top of his own full-time job, as well as representing Germany to Slow Food International. We are working to have someone who just represents to the International Committee and leave the President to work within their own country.
- Let's discuss what you think about this, but also about criteria for selecting delegates, and also how to have more countries represented. Canada has the right to have 11 delegates, **we must decide what the criteria is for these 11 delegates. We decided to leave this criteria up to the country since we don't want to impose a criteria for all over the world.**
- The inspiration part is bigger than the debating part. Any delegate would be free to present a motion of any kind. We are asking you to introduce a motion!
- We are discussing who will be the Congress executive in June. My proposal will be to have about 5 people, to be effective (not 12) but this can change.
 - Not all Italian; they will be people with time, with the possibility to have time, resources, political involvement, and knowledge.
 - My real goal is to make this organization less Italian; the only thing that won't work with, is Slow Food Italy, I just ask them to delay the deadline for Salone and TM.
 - My hope is to have at least one person representing Africa; they must be full time and paid. We think that the future of the organization is to delocalize the functions and the Indigenous TM in Southeast India, the goal is to make a bigger presence for SF in India.
- Try to understand that a document and proposal that works for 150 countries doesn't exist. You can go to the US everyone wants a breakout session, in Italy that does not happen.

Meeting adjourned at 6:10 pm