



Slow Food Foundation
for Biodiversity

SLOW FOOD IN CANADA CHEFS' ALLIANCE **Manifesto and regulations for Canada**

The Project's Progress

In 2006, over 1,000 chefs from 150 countries gathered in Turin, during the Terra Madre global gathering of food communities. They laid the foundations for a supportive alliance with small-scale producers around the world, pledging to act as promoters and spokespeople for good, clean and fair agriculture. During Terra Madre 2006, the essential role of chefs in safeguarding food biodiversity was confirmed. Chefs, after all, are among the best interpreters of their local area and can add value to local products with skill and creativity, giving prominence to the food producers who protect biodiversity.

Over the following years, in many countries, projects developed within the Slow Food network that picked up on the inspiration from Terra Madre and encouraged meetings and exchanges between chefs and local food producers.

In particular, in 2009, Slow Food Italy launched the Alliance project linking chefs and Slow Food Presidia. Its aim was to communicate and promote the Presidia, but also to involve the restaurant world in the battle to protect biodiversity, inspiring chefs to enter into direct relationships with small-scale food producers.

The Italian network of chefs, producers and the Slow Food association met in Italy (in Tuscany's Alberese Park) in April 2012 for a high-level debate that went far beyond the logistical problems linked to product supply. Discussions touched on issues relating to the future of gastronomy, the role of chefs in the future of agriculture and fishing and possible forms of more active collaboration with all small-scale food producers, not only those in Presidia.

Over the course of 2012 the Alliance was launched in the Netherlands and Morocco, and many other Slow Food national associations asked to start the project: in Canada, the Czech Republic, Austria, Switzerland, France and Mexico.

During the Slow Food International Council meeting in Istanbul, held on June 15, 2013, the assembly established that the Alliance project linking chefs, Presidia and local producers is a **strategic project for the international association**, with the following **objectives**:

- Inspiring the creation and strengthening of direct relationships (of work, collaboration, friendship and solidarity) between chefs and food producers.
- Promoting the products of the Presidia and the Ark of Taste and "good, clean and fair" products made locally on a small scale, thus protecting food biodiversity at risk of extinction.
- Communicating about small-scale farms and artisanal food producers and raising their profile.
- Promoting membership in the Slow Food association and developing and strengthening the Slow Food network in local communities, bringing producers, chefs and restaurateurs closer to the Slow Food values.
- Promoting local gastronomic traditions and artisanal knowledge.
- Raising awareness about the need to make sustainable consumption choices.



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- Translating Slow Food's international campaigns (Slow Fish, against food waste and GMOs, in favor of biodiversity and raw-milk cheeses, to protect agricultural landscapes, etc.) into concrete, everyday actions.
- Through fundraising, providing concrete support to the Slow Food projects to protect biodiversity and the activities of the Terra Madre network and Slow Fish.

To give coherence and greater strength to the project and to coordinate its spread in different countries that request it, the Slow Food International Executive Committee has tasked the Slow Food Foundation for Biodiversity with proposing a **charter of general principles** and a series of **international regulations**, which must be adhered to by national and regional associations and other recognized coordinating organizations who want to develop the Alliance in their areas.

Progress of the project in Canada

The work have begun to launch a pilot project for the country back in 2013 with the combined work of Brooke Fader of Slow Food Vancouver Island and Gulf Island convivium as well as Bobby Grégoire from Slow Food Montréal convivium.

The project will be launch in spring 2015 as a pilot project in the Greater Montreal and on Vancouver Island. Once the Canadian rules (focussing on **wild products**, **ark of taste** products and **sustainable fisheries**) will have been tested by the two convivia, which experience quite different cultural and food contexts, they will make an official recommendation to extend the program to the whole Canadian communities that want to participate in the program.

Manifesto of the Slow Food Chefs's Alliance

(The text below will be featured on a poster which will be provided to Alliance members for display in their restaurants.)

"All the world's cuisines must be accorded equal dignity. Local foods and knowledge about their preparation must be recovered and communicated: knowledge that runs the risk of disappearing along with the food biodiversity that inspired it; foods that have been replaced by industrial products and intensive agriculture addicted to synthetic chemicals, determined by the global market. This will be the liberation of gastronomy."

Carlo Petrini

We belong to the Slow Food Chefs' Alliance because we share the philosophy of the Slow Food movement and we undertake to support and communicate the development of its local and global network. We strive to promote "good, clean and fair" food, giving concrete help to projects that defend local cultures and food biodiversity, a heritage that must be preserved everywhere in the world.

The Slow Food Chefs' Alliance is a network that unites chefs from all over the world.

Belonging means:

* We use local, quality ingredients, supplied by farmers, herders, fishers, butchers, bakers and artisans who preserve traditional knowledge and techniques and work with respect for the environment, the landscape and animal welfare.



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* we promote virtuously produced local foods, starting with those from the Slow Food Presidia, the Ark of Taste and the Terra Madre food communities, giving visibility and dignity to the producers and their work and recognizing their true value.

INTERNATIONAL ALLIANCE REGULATIONS

These regulations set out the guidelines for launching and managing the project at an international level, so that the Slow Food Chefs's Alliance can develop around the world in a strong and coherent way.

Project Name and Logo

The project has a single name and logo at an international level, in order to render the project's communication clearer and more effective. The Slow Food Foundation allows translation of the project name into the local language, subject to approval for the Slow Food Foundation for Biodiversity.

A subheading, explaining that the Alliance links chefs with Presidia, local food producers, etc. can be included in the graphics and communication.

The name is:

Slow Food Chefs's Alliance

This is the Alliance logo:



The logo belongs to Slow Food, which assigns it to Slow Food associations who want to develop the Alliance project in their local areas, who in turn can assign it to chefs and restaurants belonging to the project (see the attachments regarding use of the logo and joining the project).

Starting the Project

The project can be started whenever a national association, national coordinating group or, if there is no national association, the regional coordinating group, a majority of the convivia, or other bodies recognized at an international level, makes a request and undertakes to manage the project.



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The organizations that promote the Alliance at a national level can remove individual participants from the project if they are not respecting the rules.

Management Autonomy

The project is autonomously managed by the Slow Food associations in the various countries, in accordance with the rules set out in the international regulations.

At a national or regional level, it is possible to set specific rules based on the local geographic, social and cultural context, to be added to the international regulations (for example, the number of Presidia products to be used, etc.). These rules must be submitted to the Slow Food Foundation for Biodiversity for approval.

Chefs' Involvement

Chefs with any type of training and from any background are welcome to join the Alliance, as long as they are interested in working every day to safeguard food biodiversity, gastronomic knowledge and local cultures. They can cook in restaurants of any type, in bistros, inns or hotels, at home or in informal contexts like markets and street stalls: anywhere, as long as it is accessible to the public. The Alliance promotes local gastronomic traditions, but does not restrict chefs' creative expression, so the Alliance welcomes not only traditional restaurants but chefs who cook any kind of cuisine (ethnic, fusion, creative, etc.).

What matters is that the Alliance restaurant kitchens be focused on achieving quality, and that the choice of ingredients and relationships with producers be in harmony with the project's philosophy. The chefs must be able to provide their customers with information about their ingredients—where they come from, who made them—the reasoning behind their gastronomic choices and why they belong to the Alliance and Slow Food.

By joining the project, the chefs undertake to act “fairly” towards their coworkers, respecting the work and rights of their staff, and to pay fair prices to the producers who supply them.

The chefs who belong to the Alliance also undertake to facilitate and develop projects to protect biodiversity, to participate every year in Slow Food's fundraising initiatives for its projects (Gardens in Africa, Presidia, Ark of Taste) and to promote and support Slow Food's campaigns. The choice of which initiatives to support and the organization of any fundraising activities should be arranged with the national or regional associations that coordinate the project.

The name of the chef involved in the Alliance will be communicated on the Slow Food Foundation website, along with contact details for the restaurant or place where the chef works, so that they can be visited, contacted and involved in events and initiatives.

Chefs join the project by individually becoming Slow Food members, and apart from the fees for annual membership in the association, there are no other costs involved in participating in the project.

The official list of restaurants and chefs that have joined the international project is available here: www.slowfoodfoundation.com/alliance

The Slow Food project can involve not only individual chefs, but also pre-existing associations or networks of chefs, as long as their philosophies and projects are in line with those of Slow Food.



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Products


The Alliance chefs undertake to use as many “good, clean and fair,” local, seasonal foods as possible in their kitchens, whether from Presidia, the Ark of Taste, food communities, Earth Markets or simply virtuous local small-scale producers.

If there are active Presidia in a country, the chefs there must commit to regularly using at least one Presidium product, when possible. Every country can establish its own minimum number of Presidia, depending on the local context.

The project can be started even if there are no Presidia in the country, as long as there is a recognized and known network of food communities or local food producers with whom the chef regularly collaborates.

Communicating Products on the Menu

Presidia products must be marked with the Slow Food Presidia logo 

Ark of Taste products can be indicated with the Ark of Taste logo  while food community products and other local foods can be indicated with a symbol, for example an asterisk (*), that refers diners to an explanatory caption.

It is important that information about the Alliance project, the Presidia and the Ark products is also given in the menu.



The Slow Food logo cannot be used in communication and on graphic materials produced by the chefs. The Slow Food logo (both national and international) can only be used by the association's bodies.

Relationships with Producers

Slow Food does not sell food products and does not serve as a profit-making intermediary, nor does it impose which products should be used. The chefs who join the project are free to directly contact producers and buy their products directly from them, or to buy them through other intermediaries like retailers, affineurs or wholesalers.

They can choose the producers they prefer, using as a reference—for the Presidia—the official list of Presidia producers found on the website www.slowfoodfoundation.com/presidia.

The names of the producers or the cooperatives and associations they belong to should be listed on the menu.



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If the restaurant does not have a menu, it will necessary to find an effective way to give visibility to the producers and ensure that their contacts are easily accessible to interested diners.

Communication

The project is identified at an international level by a logo and a graphic which can be adapted to meet the needs of the different national associations, in collaboration with the Slow Food Foundation's graphic designers.

The Slow Food Foundation makes the following available to chefs and the Slow Food association via its website (www.slowfoodfoundation.org): decals, posters, sample menus, brochures about the project, PowerPoint presentations for training association members and information about the project in various languages.

The national associations, or other recognized organizations, are responsible for the costs of printing these materials.

Project Management

The Slow Food Foundation for Biodiversity is responsible for:

- Dialoguing with national associations (or other recognized organizations) during the launch of the project, and approving any supplementary rules devised by the individual national bodies.
- International communication (website, social media, graphic design production and communication materials for chefs, etc.).
- Coordination of international initiatives, exchanges and events.
- Training on how to start the project in the different areas and selecting and involving chefs.

The Slow Food association (national, regional or local) is responsible for:

- Admitting chefs to the Alliance, after verifying that they meet the necessary requisites.
- Management of the project at a national, regional or local level, including choosing a coordinator or a management committee.
- Organizing national events.
- Supporting the project and raising funds for supporting Terra Madre network projects, both at an international and a local level.
- Communication at a national, regional or local level, in collaboration with Slow Food's international communication office
- Keeping the list of chefs published on the national website updated, so that it corresponds to the international list on the Slow Food Foundation website
- Supervising the project and ensuring that the Alliance project in its area follows the principles set out in these regulations.



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The convivium is responsible for:

- Suggesting and monitoring Alliance chefs and restaurants, undertaking to make inspection visits at least once a year.
- Supplying the Alliance restaurants with graphic materials (brochures, posters, decals, etc.).
- Organizing local events.
- Developing relationships between local producers and the chefs.

If there are no active convivia in the area, these functions will be performed by the national association, in whatever form it chooses to take.

The Slow Food International Executive Committee, which has evaluated and approved the Manifesto and the international Alliance regulations, will oversee and make the final decisions regarding any conflicts that cannot be resolved at a local level and any national (or regional) situations that arise outside of the processes established at an international level.

Bra, February 16, 2014



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ATTACHMENTS

A) Use of Logos



The Alliance logo will be used in publications and graphic materials produced by Slow Food at an international and national level.

Chefs and restaurants can use the Alliance logo only on their menus and on the website of the restaurant or the individual member (with a link to the Slow Food Foundation for Biodiversity page about the project), subject to authorization of the materials by the project's national Slow Food coordinators.



Presidio Slow Food®

The Presidia logo must be used to identify the Presidia products on the menus of restaurants belonging to the project. The logo cannot be used in other contexts.

In some countries, Slow Food has allowed Presidia producers to use the Presidia logo. Permission for producers to use the logo can only be granted by national associations, who must follow a very specific process (for more information see www.slowfoodfoundation.com/presidia).



Chefs can use the Ark of Taste logo to indicate products that belong to the international Ark of Taste catalog, subject to authorization of the materials by the project's national Slow Food coordinators.

It is important that the logos are always accompanied by texts that briefly describe the projects (with website links if possible).



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B) Materials for Starting and Managing the Project for the Local Slow Food Association

- Form for national associations and other local Slow Food organizations to request launching the Alliance project.
- Application form for chefs wishing to join the Alliance.

C) Informational and Promotional Graphic Materials for the Alliance Project

- Decal
- Certification of Alliance membership ("Manifesto of the Slow Food Chefs' Alliance")
- Informational brochure about the Alliance project
- Sample menu
- Texts for describing the Alliance, Presidia and Ark of Taste on menus
- Menu markers
- PPT for training on the Alliance project (for the local association)
- PPT for promoting the Alliance project (for communicating to the public about the project)

N.B. All of the materials produced by the Slow Food Foundation are available online in a download area accessible to the project's local coordinators.