

**Livestock Genomic Resources in a Changing
World Conference**

June 17th-19th

Cardiff University

School of Biosciences

*Slow Food presidia on rare / typical breeds in Italy: valuing or
constructing the unique?*

Mara Miele

Cardiff University, School of Planning and Geography

Mielem@Cardiff.ac.uk



*‘Globalization does not equal homogenization.
The same thing that people want is something different.
[...] They want something with a distinctive story, they
want to know that the pigs behind that succulent ham got
their acorns. They want to know how the barrel behind the
bourbon was made.’*

(Cohen, New York Times International, May 13th 2014)

Changes in the Food Market (Nosi and Zanni, 2004)

| Relevant variables | The “industrial paradigm” | The “post-Fordist paradigm” |
|--|---|--|
| <p><i>Consumption model:</i> Choices and purchase process Motivation</p> | <p>Mass consumption (low prices, large quantities, standardization, etc.) Simple purchase process (tradition or quick response) Prevalence of functional motivations (basic alimentary products)</p> | <p>Non-standardized consumption (high prices, small quantities, slow consumption, high differentiation, etc.) Complex purchase process: experiential purchase process (experience, search, credence); high role of information (fulfill the gap) New motivation: safety, upgrading, ritual, myth</p> |
| <p><i>Offer system</i> (product/market)</p> | <p>Local markets vs global market Low information content (homogeneous products) Single product offer (specialization in one industry) Traditional distribution (non-specialized stores, supermarkets)</p> | <p>Transnational markets (local and global markets) Knowledge products (biodiversity, high cultural identity) Bundle of products and services (inter-industry competition) New channels: Internet, new specialized stores</p> |

Slow Food®



The Italian association was founded in 1986 and its birth was celebrated in Barolo in the Langhe district in the province of Cuneo. The international movement was founded in Paris in 1989.

The definition contained in its Manifesto conveys a very clear message: a movement for the protection of the right to taste.

If Slow Food has grown into a large-scale international movement, with over 100,000 members in all five continents (of whom still a large number in Italy), it is precisely because the concept of 'pleasure' is a complex one encompassing many meanings and involving many aspects of our existence.

www.slowfood.com

Eco-gastronomy

points to the link between what we consume and how it affects the rest of the ‘planet’:

‘Our movement is founded upon this concept of eco-gastronomy – a recognition of the strong connections between plate and planet. Slow Food is good, clean and fair food. We believe that the food we eat should taste good; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work. We consider ourselves co-producers, not consumers, because by being informed about how our food is produced and actively supporting those who produce it, we become a part of and a partner in the production processes.

(www.slowfood.com, emphasis added)

EC Regulations for the protection of typical products:


The two Regulations are:

EC Regulation 2081/92 - On the protection of geographical indications and designations of origin for agricultural products and foodstuffs (PDO / PGI)

EC Regulation 2037/93 - Laying down detailed rules of application of Council Regulation (EEC) No 2081/92 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs (PDO / PGI)

These Regulations aim to provide a simpler system for the protection of food names on a geographical or traditional basis. Under these Regulations, a named food or drink registered at a European level will be given protection against imitation throughout the European Union. To access these regulations and others relating to the protection of food names please





Under this Regulation, 320 designations of agri-foodstuffs are registered as protected designations of origin (PDO) or protected geographical indications (PGI). This is an initial list compiled from among some 1 500 applications for registration received from the Member States, apart from Ireland, which had not submitted any registration applications.

The designations approved cover a wide variety of products, including cheese, fresh meat, meat-based products, fruit and vegetables, oils and fats and miscellaneous items, such as drinks, honey and confectionery. Subject to transitional provisions, they will be protected at Community level against competition from imitations and misleading products and their use will be reserved for producers in a designated area who comply with strict production rules set out in the production specification.

Slow Food is an international movement which came into being in Paris in 1989.

Its head offices are in Bra, in Piedmont, in the north of Italy. Other offices have been opened in Switzerland (1995), in Germany (1998) and New York, in the USA (2000), and in France (2003). Slow Food boasts over 100,000 members in five continents. In Italy there are about 40,000 members and 360 convivia (in Italy known as condotte). In the rest of the world the number is continuing to grow. The condotte in Italy and the convivia worldwide are the linchpins of the Slow Food movement and interpret and represent its philosophy at local level.



Slow Food also boasts a publishing company,

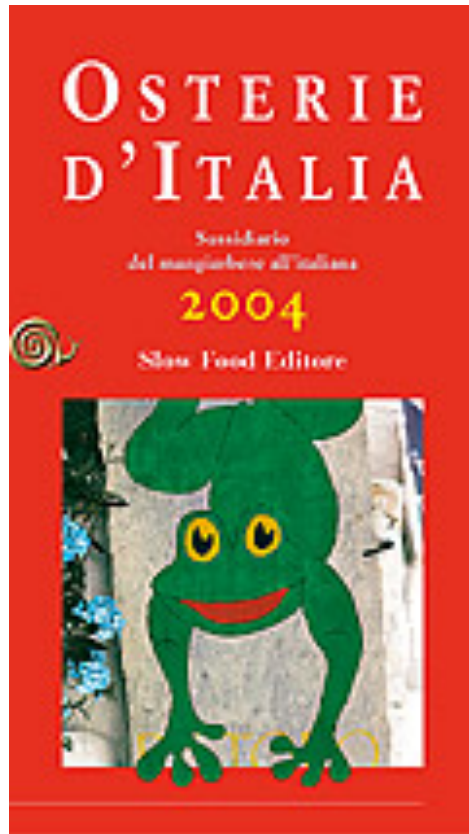
Slow Food Editore, which specializes in tourism, food and wine. Its catalogue now contains about 40 titles and it also publishes Slow, 'a herald of taste and culture', in five languages: Italian, English, French, German and Spanish.

SlowFood activities:

Friendship Tables

The Ark of Taste

Slow Food Editore.





The **Slow Food Award for the Defense of Biodiversity**

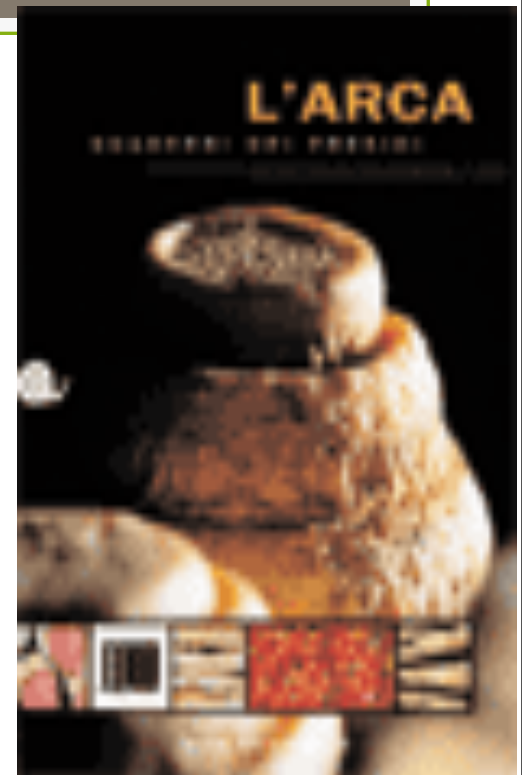
This came into being in 2000 to spotlight activities of research, production, marketing, popularization and documentation which benefit biodiversity in the agroindustrial field.

The **Ark** metaphor is explicit: onto this symbolic ship, Slow Food intends to load gastronomic products threatened by industrial standardization, hyperhygienist legislation, the rules of the large-scale retail trade and the deterioration of the environment.

The aim of the Ark of Taste is to rediscover, catalogue, describe and promote almost forgotten flavors, from *violino di capra* to the *plum tomato of Corbara*, from *Caciocavallo podolico* to *bottarga di muggine*, or *mullet roe*, and many others still - all products in danger of extinction but still alive, and with real productive and commercial potential.



The Presidia represent concrete, tailor-made local interventions. As the occasion demands, they source the funds needed to purchase and supply equipment, operate as small pilot companies, promote new experiments, provide production incentives and identify new channels for the marketing of quality products: from the creation of micro markets (fairs, offers for members, the involvement of inns and restaurants, e-commerce) to marketing and communication projects. _





Italian Presidia

Italian Presidia

There are more than 200 Italian Slow Food Presidia in Italy involving more than 1600 small-scale producers: fishers, butchers, shepherds, cheese-makers, bakers and pastry chefs.

In Italy, Slow Food Presidia are identified by the "Presidio Slow Food" brand shown on the product label, in order to identify them better on the market.



Maremmana Cattle

Tuscany

This extraordinarily robust native breed, with large lyre-shape horns and a grayish coat, saw its popularity peak between the two world wars. As the marshes were drained and mechanization became more common in agriculture, however, it came close to extinction. Now there are around 20,000 animals in three regions—Marche, Lazio and Tuscany—with the largest farms in Maremma. The Maremmana is frugal, adapts well to difficult environments and cannot be kept indoors, but must roam freely. This explains the survival of the figure of the “buttero”, the horse-riding cowboy who herds the cattle. The fact that the cattle range in the wild contributes to their well-being and to makes their meat especially flavorful and wholesome.

Taste Education One of Slow Food's aims is to promote and develop teaching activities on sensory education and food culture.

Since 1993, Slow Food has collaborated with teachers in schools to educate children on the use of the sphere of the senses as an instrument of knowledge and to convey to them the importance of food products as a part and parcel of a society's culture.

Initiatives - Taste Workshops, conferences on food education, refresher courses for teachers and parents, the publication of teaching manuals - have gradually multiplied and diversified.

Alongside activities for the very young, Slow Food has organised two new adult education projects: the **Master of Food** and, as part of the Pollenzo Agency project, the **European Academy of Taste**.



The **Master of Food at the University of Gastronomic Sciences**

envisages a study syllabus in the wine and food sector split into 20 theme courses. Subjects range from wines to cooking techniques, from cheese to olive oil, from meat to fish. Courses will be staged throughout Italy in conjunction with Slow Food's network of 350 convivia, and will represent a veritable breakthrough in the field of food and wine education.

From 2003, the historical complex of Pollenzo (near Bra, in the province of Cuneo) will serve as the permanent venue of the **European Academy of Taste**, a modern university centre for the training of professionals - agroindustrial company managers, presidents of consortia, journalists and so on - in the food and wine sectors. Besides its institutional activity, the Academy is also organising training courses for enthusiasts and professionals.



SALONE DEL GUSTO

Turin, October 21-25, 2004

The biggest market exhibition of quality enogastronomy

International Quality Cheese Fair

Next edition: 2005

[Click here for the Official Announcement](#)



Miele, M. and Murdoch, J. (2002) 'The Practical Aesthetics of Traditional Cuisine: Slow Food in Tuscany' in *Sociologia Ruralis* vol. 42, n. 4 pp. 312-328

Miele, Mara (2008) 'CittàSlow: Producing Slowness against the Fast Life', *Space and Polity*, 12:1, 135 - 156

Murdoch, J. and Miele, M. (2004) 'A new aesthetic of food? Relational reflexivity in the 'alternative' food movement' in Harvey, M., McMeekin, A. and Warde, A. (eds) *Qualities of food*, Manchester: Manchester Univ. Press pp.156-175.

Miele, M. and Murdoch, J. (2003) 'Fast food/Slow food: standardising and differentiating cultures of food' in R. Almas and G. Lawrence (eds) *Globalisation, Localisation and Sustainable Livelihoods*. Basingstoke: Ashgate.