



Slow Food®

Good, Clean and Fair

A new concept of quality at the Salone del Gusto

Carlo Petrini's book *Buono, Pulito e Giusto. Principi di Nuova Gastronomia* was published in 2005 by Einaudi.

The French version, *Bon, propre et juste*, was published in November 2006, and in 2007 it was followed by editions in English (*Slow Food Nation*), German (*Gut, Sauber & Fair*), Spanish (*Bueno, limpio y justo*) and Polish (*Slow Food prawo smaku*). In 2008 a Korean version of the book was published in South Korea.

The book is a treatise on the new guiding concept of gastronomy that has influenced Slow Food's actions and projects in recent years, first among them Terra Madre.

Good, Clean and Fair outlines the principles that guide Slow Food today and inspired the philosophy implied at all of the association's events - from the Salone de Gusto, to Slowfish, Cheese and others. It is the rediscovery of the flavors of traditional foods and of artisan production, noticing the importance of environmental sustainability and recognizing the dignity of the work done by farmers, breeders, producers, cheese-makers and others.

According to the research project entitled *The Millennium Ecosystem Assessment* launched by the United Nations in 2001, food, the source of pleasure and the legacy of culture, is the major cause of pollution and of the destruction of the planet today. This is a profound and serious observation to make. Eating becomes an agricultural act, and by picking food that is good quality, products that are grown with respect to the environment and local traditions, we can protect biodiversity and fair and sustainable agriculture.

Good, clean and fair are three adjectives that describe in the most basic way the characteristics that a food must have in order to satisfy the requisites of eco-gastronomes. In contrast to the gourmands of the past, these are individuals aware of their ability to affect, through their choices, the market and therefore food production. 'Good' describes the complex sphere of feelings, memories and identity derived from the sentimental and sensorial value of food. 'Clean' food is produced without straining the earth's resources, respecting ecosystems and the environment. 'Fair' food is in line with social justice and fair compensation in the workplace and in commercialization.