

# Slow Food

UK NEWS  
April 2010

## Dear Members and Friends,

I want to tell you a little story this month. There is a company in Italy making potato chips. They buy raw potatoes in Germany, ship them to Sicily where they are washed, then to Switzerland for slicing, back to Germany where they are fried, and finally to Northern Italy for packaging.

In total, those chips have traveled 5,000 miles before they are even distributed to the consumer. Can you even imagine how these chips might *taste*...?

But more topically, most of that *wouldn't have even been possible* when European airspace shut down.

I'd like to think Slow Food is the voice of reason in this fast food world, the voice that tells us the story behind those chips. It's a voice that is heard through Slow Food projects which raise awareness about local producers and food security so that when airspace shuts, we keep going and eating.

This is just one of the reasons I am really pleased to welcome From My Farm and Booths as Slow Food UK partners – both of them strongly support British local producers and farmers. The right sponsoring partners are key to building the fundamental structures that will support the growth of Slow Food UK in a sustainable manner, building the capacity within our local groups. This grassroots membership, formed in locally active groups, is part of what differentiates Slow Food and gives us a distinctive voice.

A recent example of our member network in action was a PR and social media workshop for fifteen other group leaders run by Lisa Wilson from Berwick on Tweed and Laura Yates from Liverpool. Skilling other members to use both traditional and more modern media to promote local activities is vital to building our community and supporting change in the food system. As always, I was amazed and excited to see the commitment shown by our members to teach one another.

Our new sponsors support will enable us to run more capacity-building workshops like this one. So in this newsletter we've given plenty of room to tell you a little bit more about our new friends, dropping some regular features, which will return in future editions.

Slow Food is about member volunteers who lead our groups and who add value to everything we do. That's what makes Slow Food special, and that's what makes us sustainable.

Catherine Gazzoli  
CEO Slow Food UK

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## 30 Days of Food & Drink



Don't miss 30 Days of Food & Drink, the month long festival running throughout the month of May. Each day is brimming with events, workshops, tastings and fantastic recipes so go online at [www.30days.co.uk](http://www.30days.co.uk) to check out all the exciting offers.

To add your local event to the 30 Days calendar, contact your group leader or Alice for more details  
[a.dickie@slowfood.co.uk](mailto:a.dickie@slowfood.co.uk)

## National Real Bread Maker Week



Find out more on our [website](#)

## Slow Diary, May 2010

This is just a selection of what's going on around the country. [See our events page for more.](#)

6 May  
SF Liverpool - Asparagus Tasting Evening at Claremont Farm, Wirral

12 May  
SF Edinburgh - Taste Panel, any Early New Season Vegetables

13 May  
SF Dorset - From Field to Plate: an education walk by Edward Gallia at Nether Cerne Farm

- [Farming Futures](#)
- [Profile: Slow Road UK Cycle Tour](#)

## New partnerships for Slow Food UK



The partnership with Booths Supermarkets announced this week is a real departure for Slow Food. Booths shares our ethos of promoting the quality, provenance, seasonality and regionality of food and we believe the relationship will play a significant role in helping Slow Food to communicate our approach to a much wider audience.

Booths is committed to sourcing products from the counties it serves: Lancashire, Cheshire, Cumbria and Yorkshire. For example, at least 25% of all the products in Booths at any one time are locally produced and 85% of its meat is from the region. And with a 160 year history of retailing, has an open and inclusive approach, being both competitive and innovative in everything it does.

The news page of our website has more [background information](#) on Booths, the relationship with Slow Food and some great supplier case studies.



Another new partnership is with From My Farm, which was launched in October 2008 in response to the growing consumer demand for seasonal, regional fresh produce. The brainchild of Charlotte Falkingham, a farmer's daughter from Yorkshire, this new brand has grown quickly in the last 18 months to establish itself as the leading provider of quality seasonal produce to a number of high street supermarkets and specialist retailers.

We're looking forward to getting From My Farm involved with Slow Food UK's projects such as The Taste Adventure and Slow Food Baby and creating links between their growers and our different Slow Food groups. For more on [From My Farm](#) and our relationship see our news page.

## Transferring skills & learning from each other



Photo © Mark McCafferty

16 May  
SF Cornwall - Slow Bread Day at Treworrian Farm, Ladock

18 May  
SF West Highlands & Islands - Bread Making Day at Bluebell Croft

22 May  
SF Worcestershire - Mutton Tasting at Phepson Farm, Himbleton, Droitwich

### Terra Madre Newsletter



To read the latest Terra Madre newsletter please follow [this link](#)

### BBC Good Food Show



Know a producer who would like to be part of SFUK Pavilion at the Summer show at the NEC Birmingham? Please contact our event coordinator Alice Dickie on [a.dickie@slowfood.org.uk](mailto:a.dickie@slowfood.org.uk)

### Social Media



Do you Tweet? Follow us at: [@slowfooduk](#).



Find us on Facebook - Slow Food UK- and follow the orange snail.

The Neal's Yard office has never been as full as during the recent Press Release and Social Media workshop. This Saturday event saw fifteen of our leaders from groups around the country assemble to learn the art of writing a professional press release and also get to grips with new social media.

The workshop was the idea of Lisa Wilson from Slow Food Berwick on Tweed and Laura Yates from Slow Food Liverpool and together they created a highly interactive and engaging session to inspire the group. After working on how to catch the imagination of local newspaper and radio journalists, the group moved on to new forms of communication. Some were not familiar with Facebook and even less comfortable with the idea of using Twitter. But whether you want to be in touch with your local members or the rest of the world, embracing the new media revolution is a great way to let people know of your events and stay connected.

With such a successful workshop behind us, we are looking at scheduling similar events in London and around the country where we can learn from each other's expertise, continuing to build the capabilities and capacity of our groups. If you have skills to share with other members and leaders, or would like to host a workshop delivered by others, please contact Antonietta by emailing [a.rosiello@slowfood.org.uk](mailto:a.rosiello@slowfood.org.uk).

## Slow Food producers at 50 Best Restaurant Awards



London's Guildhall provided the backdrop for the ninth annual 'World's 50 Best Restaurants Awards' on Monday April 26th. SFUK had exclusive ownership of the producers' area which was sponsored by Lavazza, one of our corporate partners. We used the occasion to showcase produce from a selection of artisan producers who exemplify Slow Food's 'good, clean and fair' ethos to the event's guests - 550 of the top chefs from all over the world, respected journalists and industry professionals.

The awards were organised and compiled by *Restaurant Magazine* and are respected around the World generating coverage internationally. The awards are published in the May issue of *Restaurant Magazine* and there will also be a World's 50 Best Restaurants Guide.

[Full details of the producers who took part can be found here.](#)

## Farming Futures



**Our friends at Farming Futures have just launched a new website...**

[www.farmingfutures.org.uk](http://www.farmingfutures.org.uk)

Farming Futures believes that a profitable future for the agricultural sector depends on responding to the climate change challenge with ideas, innovation, planning and leadership. The Farming Futures site and blog is your place to find out about, take part in and generate debate and discussion among the farming community.

The blog is considering such questions as 'How can we produce more food for a growing population in the context of Government targets to reduce greenhouse gas emissions, hotter, drier summers, higher energy and input prices, and the increased consumer interest in 'low carbon' food? And there is already input from farmers experimenting with new management techniques that can reduce emissions, environmental impacts, and often costs too.

## **Profile: Slow Road UK Cycle Tour**



On May 1st, SF member Hennessey Wilkes will set off on a three thousand mile bike journey around the UK, to visit fellow SF members and taste what our local producers have to offer. Before starting out we talked to Hennessey about his forthcoming adventure...

### **What do you expect from the tour?**

I'm sure the road will be long, twisty and bumpy in parts, but what better way to spend the summer than in good company and with great food encounters? I want to raise awareness about the Slow Food movement and the local leaders I've spoken to have already shown so much enthusiasm and interest. I will be talking, tweeting and taking pictures to keep people up to date with what I have been eating and learning.

### **What excites you about the Slow Food movement?**

I believe that Slow Food works to re-harmonise our daily food consumption with the seasons and I want to promote and protect local production. But I guess the most exciting thing is knowing there is a really supportive community of leaders and members who throughout the year organise such a rich variety of ways to get to know what's available on the doorstep: we're talking about dairy visits, shrimping boat trips, vineyard tours, picnics and food sharing events.

To follow the tour and find out when Hennessey will be visiting your area, check out his website [www.slowroad.info](http://www.slowroad.info) or contact him on

[enquiries@slowroad.info](mailto:enquiries@slowroad.info).

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