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SLOW FOOD PRESIDIA

HOW TO CREATE A PRESIDIO, BUILD RELATIONSHIPS WITH
PRODUCERS AND ORGANIZE ACTIVITIES





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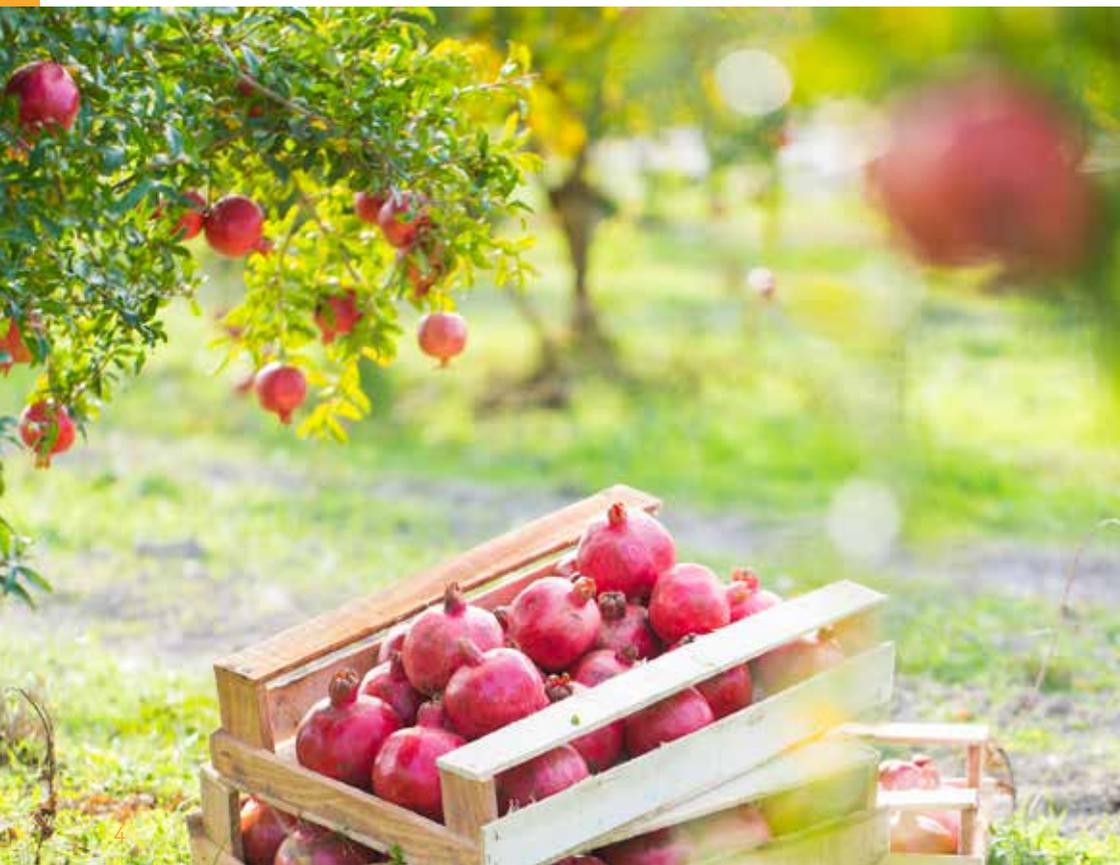
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SLOW FOOD PRESIDIA

The Presidia (singular: Presidium) , active since 1999, are projects in which Slow Food works with groups of small-scale producers to resolve difficulties they face, uniting isolated producers and connect them with alternative markets that are more sensitive to their situation and appreciative of their quality products.

To make the journey from being listed on the Ark to becoming a Presidium, it is essential to make direct contact with producers, who in turn must share Slow Food's values and philosophy and be motivated to develop the project.



CRITERIA

The Presidia can work to protect:

1. A traditional product at risk of extinction (an Ark of Taste product);
2. A traditional production practice at risk of extinction (e.g. fishing, breeding, processing or cultivating);
3. A rural landscape or ecosystem at risk of extinction.

To create a Presidium two aspects must always be verified.

4. Environmental sustainability ("clean")
5. Social and economic sustainability ("fair")

1. PRESIDIA THAT SAFEGUARD A TRADITIONAL PRODUCT AT RISK OF EXTINCTION (AN ARK OF TASTE PRODUCT)

A Presidium can be created for a product already catalogued on the Ark of Taste and that consequently has the characteristics required.

The product can be a domestic species (edible plant variety or ecotype, animal breed or population), a wild species (when linked to specific harvesting and processing techniques and traditional uses) or a processed product (which must have a particular sensory quality as defined by local uses and traditions; must be linked to traditional local knowledge and the territory, memory and identity of a community; must be produced in limited quantities using artisanal methods; and must be at risk of extinction).

The majority of Presidia belong to this category, that is, focused on the production of an Ark product.

Some examples...

Presidia for the Navajo-Churro Sheep (USA), Münstair Valley Rye





Bread (Switzerland), Mangalica Sausage (Hungary), Maiorchino cheese (Italy), Taliouine Saffron (Morocco), Purèn White Strawberries (Chile) and Rimbàs Black Pepper (Malaysia).



2. PRESIDIA THAT SAFEGUARD A TRADITIONAL PRODUCTION PRACTICE AT RISK OF EXTINCTION (E.G. FISHING, BREEDING, PROCESSING OR CULTIVATION)

The products obtained through these practices can be more than one, some of which may not be at risk of extinction.

A traditional technique may be at risk of being lost for numerous reasons: because only the elderly still have the knowledge or skills, because youth are emigrating elsewhere or are choosing other professions, etc.

Some traditional techniques (fishing, breeding, production) are important not just for reasons of culture or identity, but also because they guarantee better environmental sustainability and represent an important opportunity to improve the local economy. Just think of the traditional coastal fishing techniques that are based on the use of low-impact selective nets and the precise dexterity and knowledge of fishers, which is very difficult to pass on without direct contact with older generations of fishers. The same thing can be said of cultivation, where often the knowledge of rotation, intercropping and a particular management of the fields is being lost.

The Presidium name can refer either to the technique itself or the product, both of which can be combined with the geographical area.



Some examples...

Presidia named after the technique and geographic area

The Presidium for the Camogli Tonnarella (Italy) safeguards the ancient 'tonnarella' fishing system (similar to the tonnara). The nets are cast at sea for six months, from April till September, and catch only medium to large sized fish (horse mackerel, Atlantic bonito, garfish, etc.). The American Raw Milk Cheeses Presidium involves cheesemakers (from across the USA) united by their commitment to safeguard and promote cheese production using raw milk in a difficult context of ultra-hygienic and rigid laws.

Presidia named after the products and geographic area

The Presidium for Smylian Beans (Bulgaria) protects beans grown in an uncontaminated valley whose climatic conditions (moderate temperatures in summer, large temperature differences between day and night) create a small paradise for their production. The small mountain community has cultivated



the beans for more than 250 years, each family taking care of a small plot of land, intercropping the beans with corn or potatoes, avoiding the use of chemical fertilizers and taking care to not deplete the soil.

The Vienna Gemischter Satz Wines Presidium preserves an ancient technique that involves growing up to 20 different vines in the same vineyard, all white grapes. The individual vines are not at risk of extinction, but the technique, which involves cultivating them in the same vineyard and processing them together, is.



3.PRESIDIA THAT SAFEGUARD A RURAL LANDSCAPE OR ECOSYSTEM AT RISK OF EXTINCTION

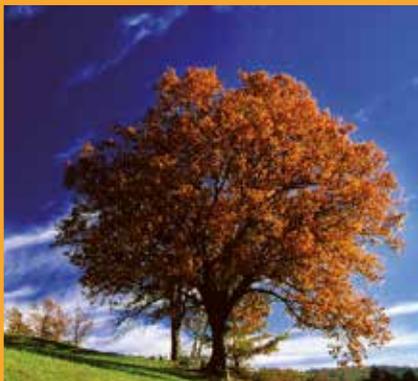
Landscapes also risk disappearing as they are abandoned, pushed out or paved over by urbanization, industrialization, industrial agriculture or depopulation when their inhabitants emigrate. Furthermore, in some developing countries, rural ecosystems can be the object of land grabbing, a new form of colonialism where land is taken from local/rural populations. Or they can be destroyed by deforestation or overexploited by the poor knowledge of the environmental consequences of some practices (like the 'slash and burn' technique). A Presidium can be a valuable form of condemnation. Through the products cultivated and the animals raised on the land, or the fish caught in the sea, citizens and institutions can be informed of a better way.

Some forms of biodiversity at risk of extinction – like local breeds or plants that grow in a forest – can be saved only if a particular agrarian landscape or ecosystem survives. Often, Presidia that safeguard a landscape also protect certain ancient agricultural practices (such as terracing with stone walls to hold back unstable lands).

Some examples...

Through the production of oil, the Maestrat Millenary Tree Extra-Virgin Oil Presidium (Spain) works to preserve trees that are more than 800 years old and are seriously at risk of being removed. The Wiesenwienerwald Chequer Tree Presidium (Austria) was formed to promote the magnificent chequer trees scattered through the forest of Vienna.





In the Torre Guaceto-Carovigno Marine Protected Area, fishers use traditional equipment and follow collectively developed management rules in order to ensure the sustainable use of the marine resources and a future for the local fishing industry.

Often protecting an ecosystem and a technique overlap in the same Presidium.

Some examples...

The Presidia for Primiero Mountain Botiro and Upper Elvo Raw Milk Mountain Pasture Butter (both in Italy) safeguard production techniques of raw-milk butter (difficult to find on the market) and, at the same time, the ancient stone dairies of two alpine regions.



4. ENVIRONMENTAL SUSTAINABILITY (“CLEAN”)

Cultivation techniques used by Presidium producers must preserve the fertility of the land and hydrographic ecosystems, avoid the use of chemicals as much as possible, and maintain traditional methods of cultivation and management of the land where possible. The methods and production sites must safeguard the landscape and traditional architecture.

Intensive monocultures (even if applied to traditional varieties or ecotypes) are not permitted, nor are intensive animal farming, unsustainable fishing techniques, industrial products or genetically modified products.

On the Foundation website there is a section with general guidelines for cultivation, breeding and processing that must be followed in the development of any production protocols.



5. SOCIAL SUSTAINABILITY (“FAIR”)

A Presidium always involves a food community. It is not a project in the favor of an individual producer or producers that do not collaborate with each other.

Producers must play an active role and be able to influence business decisions. For this reason, the central figures of the projects are the producers themselves. The people that we must work with to develop a Presidium must not be subject to the choices of landowners or large companies, and for this reason a Presidium cannot be created with producers that do not have complete autonomy in their business.

Producers must be willing to collaborate and decide together the rules of production (protocol) and methods of marketing the product. They could potentially unite in collective bodies (e.g. associations, consortia, cooperatives).

One of the objectives of the Presidia is to obtain an adequate and profitable price for producers, in order to improve their quality of life and the socioeconomic welfare of their families. The price must also be transparent and fair for consumers.



The Presidia products are often made in marginal environments (high mountains, islands, isolated rural areas) in difficult conditions. They often require more care and manual skill and longer processing or aging times, and usually can only be made in small quantities. The market often does not recognize the true value of artisanal products and condemns them to follow the laws of the standardized market, putting them in competition with inferior products.

Establishing what is the “fair” price for the producer (and the consumer!) is not easy. Producers must make the effort to quantify processing times and their costs (production expenses including energy, raw materials, transport to reach the markets, etc.), and set an honest profit margin. Consumers must make the effort to evaluate the Presidia without automatically making comparisons with the prices of products that are similar but from a different place or made industrially.

RELATIONSHIPS

WITH PRODUCERS

While the Ark of Taste is a catalogue of products (the producers of which may not be mentioned in the nomination), the fundamental characteristic of the Presidia project is the relationship with producers and developing concrete initiatives that support them. Forming a Presidium means making contact with producers; meeting them; asking them to explain how they work and what their difficulties are; visiting production sites; understanding the social, cultural and economic context; analyzing the market; and involve the community in planning promotional initiatives. Normally, when it is decided to launch a Presidium, the producers, or some of them, are already known to Slow Food. But it is important to carry out further research and make contact with all those who still produce the product, in the hope that the majority will decide to participate in the Presidium from the beginning.

HOW TO TRACK DOWN ALL THE PRODUCERS FOR A PRESIDIUM

Producers using the same techniques within a region usually know each other, so we can start by asking known producers to point out others.

It is also important to understand if a producers' association already exists. Associations can be specific, uniting all the farmers of a particular breed that we want to safeguard, or generic associations of breeders and growers. To identify other producers it is also useful to consult local chefs, experts (veterinarians, agronomists) and vendors or *af-fineurs* that sell the product in question. The Presidia begin with an initial nucleus of producers – normally the most motivated and willing – but they are open projects that can welcome new producers over the following years.



WHO COORDINATES THE PRESIDIA?

Presidia are technically coordinated by the Slow Food Foundation for Biodiversity, which receives requests for new projects; collects and reviews support material for a nomination; organizes visits to producers; and officially authorizes the Presidium launch. The Foundation does not take the initiative to launch a Presidium by itself, but acts only following a request from national associations or the association in the region the Slow Food network or, where these do not exist, from *convivia*, food communities or other organizations (e.g. NGOs, institutions, etc). In areas where Slow Food does not exist, it is more difficult to create a Presidium.



When a Presidium is to be established in a place where the Slow Food network is not already present, it is necessary to encourage the producers to join the association and become active in the movement in a general sense.

The Foundation works with a group of experts (veterinarians, technologists, agronomists, etc.) and producers that have been active for some time. These figures help producers to identify and resolve production problems; improve, where necessary, the quality and sustainability of the production; and to create production protocols.

STEPS IN CREATING AND MANAGING A PRESIDIUM

FILL OUT THE PRESIDIUM APPLICATION FORM

Those wishing to request the creation of a new Presidium must fill out the application form (which can be downloaded from the website). The form asks for information on the production system and an initial list of producers, allowing a preliminary evaluation to be made.

After initial approval by the local Slow Food network, the application form is forwarded to the Slow Food Foundation, along with some tasting samples from different producers where possible. If Slow Food is not present in the area, the application form can be sent directly to the Foundation.

ORGANIZE AN INITIAL VISIT TO PRODUCERS

If the application is valid, the Foundation can organize an initial visit to producers along with the local Slow Food contacts. The visit must examine production sites and include a meeting with local contacts (institutions, potential sponsors) and a meeting with all interested producers.

The meeting with producers is fundamental to identify the main problems and define the project's objectives, which must be specified in a particular document, clarifying the main principles agreed by all, first and foremost the willingness to share a virtuous journey towards good, clean and fair production and the readiness to work together as a community to improve the quality and promote the product.

It is important during the visit to identify two local contacts that can coordinate the development of the project on a voluntary basis: a representative and spokesperson for the producers and a Slow Food representative that from this moment on will become the Foundation's interlocutor.

Information regarding the production situation at the starting point must be collected immediately and detailed in the questionnaire (provided by Slow Food), including information on the

number of producers involved, quantities produced, type of market, etc. This allows us to sketch out a precise profile of the situation, the potential and the problems to tackle.

By regularly updating this data over the following years, it is possible to evaluate the development of the Presidium and its economic, social, cultural and environmental outcomes.

In the first meeting with producers, it is essential to pay much attention to the presentation of Slow Food (its history, objectives and philosophy), clearly explaining the role of the Slow Food network and Foundation in the development of the Presidium project.

DRAW UP A PRODUCTION PROTOCOL

Once all producers are known and involved, a production protocol can be drawn up. This is a fundamental prerequisite in the development of the Presidium. The Foundation can give support for the drafting of a protocol, providing guidelines for each type of production and simple questionnaires for collecting the necessary information.

The production protocol must be the result of consultation with the Presidium producers who take ownership of it. It cannot be the work of experts or academics in an office. While the producers' timeframes may be long, they must be respected during the process of arriving at a definitive version of the text that is agreed on by all.

The ideal process includes organization of an initial meeting with producers during which the Slow Food representative presents a questionnaire with the main areas of information to collect from producers. The questionnaire is developed specifically for each product category (cheeses, cured meats, edible plants, honey, breeds for meat, breeds for milk, etc.).

After filling it out, the producers can then compose a first draft of the protocol, which can then be fine-tuned until a final version is agreed upon. On some delicate or complex questions, the input of experts (agronomists, veterinarians, food technologists, etc.) can be useful.



The process requires a great deal of patience. It is worth keeping in mind that conflicts can be useful as they highlight weak points and the need to make choices and find a compromise between opposing positions. Discussions and disagreement may regard the definition of a geographical area, whether certain steps in the production chain should be mandatory, the time of aging a product, etc.



FUNDAMENTAL ASPECTS OF THE PROTOCOL

The protocol precisely defines the area of production, documents the history of the product and describes in detail all phases of cultivation (or breeding) and processing. It strengthens the awareness of producers who are often working together for the first time to compare production techniques and put their knowledge on paper.

The protocol must be approved both by the Foundation and the producers. The final version must be signed by all Presidium producers and can be a good moment to present the Presidium to the public. If the protocol is drafted in a thorough and attentive way, it will allow the weak points of the Presidium to be identified. One of the main objectives of the Presidia is to help producers improve or maintain the quality of their productions and the sustainability of the techniques in use.

PRODUCTION, CULTIVATION AND BREEDING TECHNIQUES

For each product category, specific guidelines exist (available on the Foundation website), which should be used to guide the drafting of Presidia protocol. The guidelines include, for example, the obligation to use raw milk in cheesemaking; prohibit the use of chemical flavors, preservatives and additives; require sustainable forms of farming and fishing; obligate the safeguarding of traditional production techniques and sites; etc.

The guidelines have been drawn up by the Foundation in collaboration with experts and producers. Over the years they are regularly improved and updated thanks to the contribution of local coordinators and producers.

Presidia and protected designation of origin

Over the last few years in Europe, many Presidia have been created for products that are already protected by a European denomination (PDO – protected designation of origin or PGI – protected geographical indication). It may seem redundant to create a Presidium when a product is already protected by a European brand, but in some cases Slow Food has considered it necessary to protect particular aspects of the production method or territory, that the denomination protocol does not adequately cover. All Presidium producers must also adhere to the European denomination.

The Presidium protocol in these cases is an extension of the denomination (more restrictive compared to the PDO protocol). The Presidium name, in these cases, must correspond with that of the denomination (without adding more information or adjectives) and all Presidium producers must also adhere to the European designation.

Some examples...

Producers from the Roccaverano Robiola Presidium (an Italian goat's cheese) respect the protocol of the PDO, but while this allows them to use a certain quantity of cow's and sheep's milk in their production, they are committed to only using goat's milk. The Presidium production rules specify this more restrictive requirement.

Sometimes, in extreme cases, Presidium producers do not wish to continue following the rules of the denomination and decide to exit. In this case they must then give up the historical name.



DEFINE A PRESIDIUM NAME

The choice of name for a Presidium is very important. It is the affirmation of a specific historical identity and a tradition. It is important therefore to understand what name the local community uses to identify the product. Invented names and folk names are prohibited (farmers' salami, farmhouse cheese, etc.), as are privately registered commercial names.

The Slow Food communications activities to promote the Presidia result in growing public familiarity with the names. To avoid a situation in which the name is changed a few years down the track, rendering previous communications work useless, the decision of which name to use must be well thought out in the beginning. It is always very useful to associate a Presidium name with a place, the area in which it is produced. In this way we highlight the value of the local region, meaning not just from a geographic point of view, but also social and cultural, and the Presidium can become an instrument for local development.

Some examples...

The name of the Alnif Cumin Presidium is linked to the village where it has been cultivated for generations: Alnif, in the South-Eastern Morocco.

Carrots grown in the village of Polignano (Italy) range in color from pale yellow to deep orange to dark purple. This is due to the local practice of saving seeds and planting them in a particular area.

The La Guajira Cowpea Presidium takes its name from the area of Alta Guajira in Colombia.



DEFINE THE PRODUCTION AREA

The production area indicated in the production protocol does not necessarily correspond only to the area in which the producers who were involved since the beginning live and work, but must include the entire historical production area. Anyone who produces the product within this area and decides to follow the protocol must have the possibility to join the Presidium. The production area must be homogenous in term of climate (for example, we cannot associate cheese produced in mountainous areas with that from the plains), and linked to the tradition and history of the product. The information can be based on written testimony, but also oral.

Consult the community – interview elderly people, chefs and historical restaurants and bars, to discover how and where the product was produced and how and where it was traditionally consumed.

ORGANIZE TRAINING AND TECHNICAL ASSISTANCE

Training is one of the most important parts of a Presidium's activities and has diverse objectives: to improve the quality of production; sharpen the sensory analysis skills of the producers; create producers' associations; develop sustainable packaging; and help producers improve their communications and marketing.

TRAINING METHODS

Tasting. Through a comparative tasting of product samples from all producers, we can identify potential defects in processing or aging and improve the sensorial qualities of products. A tasting will also reveal variations in products from different producers or regions, which can be used in communications and promotions. Both producers and Slow Food experts must attend tasting sessions.

Visits by experts. Thanks to its international network, Slow Food can put producers in contact with technicians and experts from across the world to tackle and resolve technical or organizational problems. The Foundation can also send artisans and experts to visit Presidia directly.

Producer exchanges. Knowledge exchanges between Presidia, which can take place as group visits by producers to other Presidia or to other good examples of production, allows producers to discover similar agricultural and artisanal productions, find solutions, or discover methods of promotion and sale that are replicable in their country.

Training seminars. The Foundation organizes training seminars for producers in different sectors (cheese, fruit and vegetables, meat, etc.) both on site and in the international office.

A COMMUNITY TO UNITE THE PRODUCERS

In order to strengthen participation in the strategic vision of Slow Food, all producers of a Presidium will create a Slow Food Community by signing the founding statement that reports the objectives shared by all members. The community of Presidia producers can carry out activities to promote the Presidia project and the specific product, including by facilitating common participation in events and becoming actively involved in the international network of Slow Food communities.

Producers, processors, chefs, and anyone who is interested in strengthening the Presidium can be part of the Slow Food community and contribute to achieving the founding goals together with all the members of the community and with full respect for the Slow Food principles. Slow Food reserves the right to evaluate the possibility of granting the use of the trademark to be placed on the product label. The choice depends on the possibility of following all the phases of the procedure in the different countries where the Presidia project is active.

After the initial communal activities, when the group of Presidium producers has become close-knit, they can form a cooperative, consortia or other collective body of their choice. This does not mean that they have to sell their products collectively – individual businesses can maintain their independence – but it is important that they feel part of a common project, to be carried forward collectively.

Forming an official group or association has many advantages. It is easier to develop projects as a collective group; public bodies that provide financial support for producers prefer to give contributions to associations rather than individuals; some costs can be shared (e.g. purchase of machinery such as a harvester, which is costly and useful for short periods; promotional materials; transport to participate in a fair; training sessions, etc.). Uniting in an association means collaborating with other producers, sharing problems and opportunities. It often also means opening one's mind and growing from a personal point of view. Creating an association – and therefore officially registering the group, and at times also the product name – means formalizing the existence of the product and the tradition to defend and promote, giving it more visibility.

PROMOTING AND ADDING VALUE TO THE PRESIDIA

To save endangered food biodiversity, it is essential to create a new market that is more attentive to the importance of protecting the environment and traditions, and to involve hundreds of thousands of conscientious and curious consumers (more properly called co-producers) worldwide.

The global market's trend toward standardization puts small-scale producers at risk, since they cannot be competitive with the food industry. This is why Slow Food calls on everyone who wants to combat this trend to come together and help these small-scale, artisan producers find a new market. Slow Food is a movement of hundreds of thousands of members around the world. The number of supporters, or people who identify with the "movement" that revolves around the association, is in the millions. All of these people are deeply motivated and actively involved to some degree in Slow Food's activities. They also represent an extraordinary potential market for the Presidia products

Slow Food's many promotional and communication activities are aimed at raising the profile of the Presidia projects and bringing producers and co-producers closer together. Below are the main examples.



EVENTS

The Presidia's participation in the international events organized by Slow Food (Salone del Gusto and Terra Madre, Cheese, Slow Fish, , etc.) is vital, as is their participation in the many local events organized at a regional or national level around the world. Setting aside a specific area for the Presidia and the Slow Food Foundation for Biodiversity at the events is by now an established tradition.

At these events, the producers sell their products, but more significantly they can promote them and make contact with journalists, buyers, enthusiasts and other producers. The events are also important showcases for Slow Food, which can present its projects and the results of the work carried out in the field.



ALLIANCE BETWEEN COOKS AND PRODUCERS

Cooks have become valuable ambassadors, spreading the philosophy of Slow Food in their restaurants. The Alliance network links cooks, small-scale producers, and Slow Food Presidia. Alliance chefs commit to using products from the Presidia or the Ark of Taste, food communities and good, clean and fair local small-scale producers, listing the names of producers who have supplied them on their menu. The Alliance is active in many countries and many others are becoming interested in the initiative.

EARTH MARKETS

Earth Markets are farmers' markets that have been established according to guidelines that follow the Slow Food philosophy. These community-run markets are important social meeting points, where local producers offer quality food directly to consumers at fair prices and guarantee environmentally sustainable methods. In addition, they preserve the food culture of the local community and contribute to defending biodiversity.

Earth Markets regularly host local Presidia producers, and often invite Presidia from other areas for special events.

BUYING GROUPS

Slow Food uses its network to bring together Presidia producers and consumers not just during its events, but also by encouraging direct sales.

Ethical purchasing groups are organized by Slow Food members and *convivia* and encourage direct contact between farmers and consumers, usually within the same geographical area. In the case of CSA (Community Supported Agriculture) schemes, participants pay producers in advance, which gives the producers the security of guaranteed sales for that season.

COMMUNICATING

THE PRESIDIA

For Slow Food, quality cannot be measured by objective parameters, but is the result of a narrative. This is why the organization focuses particularly on communication in its various forms. The Presidia products are recounted in national publications, newsletters and websites through direct accounts, stories of producers and places and descriptions of ancient techniques.

The Slow Food press office constantly suggests articles and reports on the Presidia to the Italian and international media, including newspapers, magazines, television channels and radio stations.

Slow Food's website (www.slowfood.com) often publishes news about the Presidia, as well as stories about producers, recipes, etc. Information about Presidia can also be found on national and regional Slow Food websites.

It is also important for the Presidia to be promoted at a local level, to avoid their products becoming famous internationally while remaining unknown locally, where their most important market is. It should also be remembered that the Presidia's activities have an important cultural purpose: to rediscover and disseminate knowledge about the local area, culture and traditions, transforming them into opportunities for sustainable local development.

It is therefore important to involve the local press and other media when a Presidium is started, keeping them informed about the launch, the producers' activities, any exchanges and other important moments in the Presidium's life. It is equally valuable to involve local restaurants and shops and ensure that tourists know that the area they are visiting has important traditions to discover.

SLOW FOOD'S

CAMPAIGNS

Since their early years, the Slow Food Presidia have served as the inspiration and as concrete, virtuous examples for several of Slow Food's campaigns.

For example, the 70-plus cheese Presidia have become the flag-bearers of the campaign to protect raw milk (Slow Cheese). The Presidia for seafood and traditional fishing techniques are an integral part of the Slow Fish campaign. And the honey and bee Presidia have links with the campaign against the use of pesticides containing neonicotinoids to protect bee populations.



NARRATIVE LABELS

The narrative label allows consumers to know about every aspect of the supply chain (territory of origin, type of cultivation or breeding, processing technique, etc.). It can be individual and describe the reality of each producer (this is the best solution, because it allows for the specific context of each producer to be communicated) or, if this is not possible, collective (in which case the label provides an overview of the producers' shared practices and indicates the highlights of the Presidium).

Most of the labels on food sold in shops and supermarkets do not give enough information about the contents of the product, not to mention the story behind it, the characteristics of the place where it was made, the production technique, the livestock breeds used for milk or meat, how they were farmed, and so on. This important information can help consumers make choices that favor more virtuous and sustainable producers. This is why Slow Food has developed a back label that offers a comprehensive narration of the entire production chain and allows consumers to make more responsible choices.

Many Presidia are adopting this back label (which does not replace the legally required label, but supplements and completes it), using it to give detailed information about the varieties and breeds used in the project, cultivation and processing techniques, place of origin, animal welfare, storage advice and serving suggestions.

Be aware!



It is not possible to use the Slow Food logo or the name of the Slow Food association on packaging or product labels or in any other context not authorized by a specific agreement with Slow Food. However, it is possible to mention and describe the Presidia products in brochures or posters, subject to authorization by Slow Food. The labels must always include the following sentence: "The Presidia are Slow Food projects that promote quality artisanal products made according to traditional practices". www.slowfood.com

The guidelines for producing a narrative label can be found on the Slow Food Foundation website. The narrative label should become an essential step in the life of a Presidia, and be used by all the producers. **www.slowfoodfoundation.com**



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