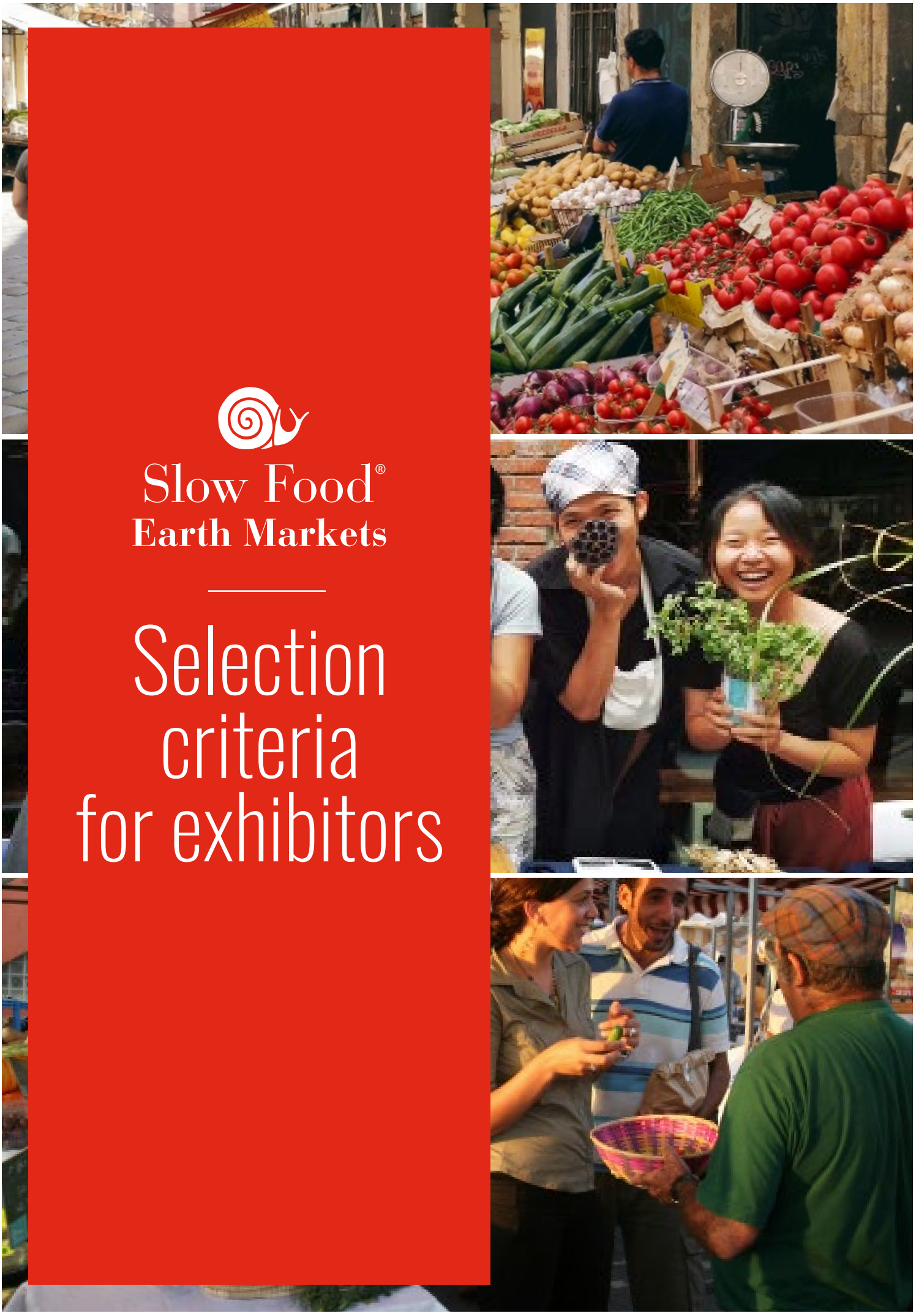


Slow Food®
Earth Markets

Selection criteria for exhibitors

Sommario

Introduction 1

General rules 2

Animal products

Milk, cheese and dairy products 4
Ice Cream 5
Eggs 6
Meat, charcuterie and processed products 7
Fish and seafood products 8
Honey 9

Cereals, flours, and derivatives

Cereals, flours and derivatives 11
Bread 12
Baked goods and sweets 13
Dried pasta 14
Fresh and filled pasta 15
Rice 16

Fruit, vegetables and derivatives

Fruit and vegetables 18
Fruit and vegetable preserves 18
Extra virgin olive oil 19
Oils and vegetable fats 19

Chocolate, coffee, tea and infusions, salt

Chocolate and cacao-based products 21
Coffee 21
Tea and infusions 22
Aromatic and medicinal plants and derivatives 23
Salt 23

Wine, vinegars, beer, spirits

Wine 25
Vinegars 26
Beer 27
Spirits 27

INTRODUCTION

Terra Madre Salone del Gusto, Cheese, Slow Fish and the Earth Markets are the main showcases for the Slow Food network: its activities, projects, policies and international campaigns. It is therefore essential that the Market producers be ambassadors of Slow Food and that they present products that are in line with the good, clean and fair philosophy and the international campaigns of Slow Food.

- For the defense of biodiversity, the promotion of eco-friendly agroecological practices, the protection of soil fertility, good water management, the protection of the landscape, respect for animal welfare, transparency with consumers, the defense of raw milk and the promotion of sustainable fishing practices;

- Against the excessive use of synthetic chemicals in agriculture (fertilizers and phytochemicals); GMOs; the use of artificial additives, preservatives and colorings; food waste and the excessive use of packaging and disposable, single-use containers.

These guidelines are subject to continuous revision, in order to make them as useful as possible to producers, and to keep them in line with Slow Food principles.

GENERAL RULES

- The Markets of Terra Madre Salone del Gusto, Cheese, Slow Fish and the Earth Markets are exclusively for food producers. However, retailers are not allowed to display or sell their products. The products presented must always be produced by the producers themselves, save for some specific exceptions. For some product categories, affineurs (agers of cheeses or cured meats, for example) will be allowed. The event's organizers will evaluate the possibility of granting exceptions to this rule for specific cases (for example selectors or retailers within the organic or fair-trade circuit, or others involved in virtuous distribution projects).
- Products must not contain GMOs.
- The packaging of the products must be minimal, easily broken down, biodegradable or recyclable.
- During the event days, exhibitors cannot use plastic plates, cutlery or glasses, only objects biodegradable or made from natural materials (wood, glass, plant fibers, etc.).
- Those who participate must describe their work in as much detail as possible: either on the label (ideally a narrative label) or on a display at the stand

All guidelines are binding. It is up to producers to guarantee their compliance and to report any and all incidences of non-compliance to the event organizers. The event organizers may grant exceptions as they see fit.

ANIMAL PRODUCTS

MILK, CHEESE AND DAIRY PRODUCTS

- The animals' diet must be GMO-free.
- Cheeses and dairy products must be made from milk from farms with high animal welfare standards.
- Cheeses and dairy products must be made from milk produced by the company or bought locally from farms that participate in supply chain projects which oblige participants to work according to criteria of sustainability.
- All cheeses must be made from raw milk.
- Cheeses must be made using animal or plant rennet. Microbial rennet is not permitted.
- Cheeses that have undergone chemical treatments of the rind or smoking with liquid smoke cannot be sold. Traditional treatments (tomato, wax, oil, grappa, charcoal, ash) are allowed.
- Products containing synthetic additives e.g. preservatives, colorings, emulsifiers, thickeners, etc. cannot be sold.
- Products flavored with artificial flavorings (for example truffle flavoring) cannot be sold.

Priority will be given to:

- Products made from the milk of animals whose diet is primarily pasture-based, or at least with a high percentage of grass/hay (70/30).
- Companies that produce cheese without the use of artificial chemical starter cultures and cheeses made without starter cultures, followed by those who produce cheeses with self-produced starters (milk starter, whey starter).
- Companies that produce dairy products using milk from local breeds.
- Companies that possess organic certification.

ICE CREAM

- The use of ready-made liquid bases or pre-balanced, standardized powder bases from producers of semi-finished products is not permitted.
- The milk used must be fresh and of high quality.
- The cream used must be fresh.
- The milk, cream and butter must come from farms with high standards of animal welfare, and from within the same country.
- The use of powdered milk, concentrated milk or condensed milk may not exceed 8% of the total ingredients. Its use as a replacement for fresh milk and cream is not allowed.
- Synthetic additives, including artificial colors, aromas, and nature identical flavorings is not allowed, including in semi-finished products that contain them (for example chocolate, praline, etc.)
- The use of hydrogenated vegetable oils, palm oil and rapeseed oil is not permitted, including in semi-finished products which contain them.
- The use of monoglycerides and diglycerides is not permitted.
- The egg whites and yolks must be fresh or pasteurized. The minimum egg standard is Category 1: from chickens raised outdoors.
- The use of freeze-dried, frozen or imported eggs is not permitted.
- Fresh fruit used must be seasonal and of national origin. Out of season it is possible to use frozen fruit or processed fruits in line with these present guidelines.
- Chocolate must be comply with the stipulations of these present guidelines.
- Dried fruit pastes must be 100% pure.
- The use of ground coffee is not permitted.

Priority will be given to producers that:

- Buy non-characterizing ingredients (e.G. Milk, sugar, eggs) from short supply chains and of local origin wherever possible.
- Produce ice cream from raw milk.
- Produce express ice cream, without freezing it for more than three days.
- Use organic and fair trade ingredients (or with equivalent certification that testify the use of sustainable production practices).
- Use local water sources.

EGGS

- The standard for eggs for direct consumption is Category 1: from chickens raised outdoors.
- The use of preventive antibiotics on the animals is strictly prohibited.

Priority will be given to producers that:

- Have organic certification (category 0 eggs).
- Feed their animals with locally-produced or native variety cereal and legume mixes.
- Preserve local biodiversity through the use of native breeds.

MEAT, CHARCUTERIE AND PROCESSED PRODUCTS

- The animals' diet must be GMO-free.
- Products must be produced using meat from animals born, reared and slaughtered in the same country where the meats are processed.
- Products must be made with meat from animals reared with respect for their welfare.
- Products which contain whey, caseinates or milk derivatives cannot be displayed and sold.
- The sale of foie gras and other products deriving from the farming of geese and ducks using force feeding or assisted feeding is not allowed.

Priority will be given to producers that:

- Use natural casings or casings made using natural fibers.
- Produce cured meats without nitrates and nitrites.
- Produce cured meats using meat from farms where the animals are raised in wild or semi-wild conditions or from native breeds.
- Have organic certification.

FISH AND SEAFOOD PRODUCTS

- Bluefin tuna, swordfish, eel and cod, either fresh or preserved cannot be sold – unless the fish comes from fishing zones where stocks are not at risk of extinction* or from sustainable projects such as the Presidia or other projects in which the fishers are actively committed to resource management and repopulation.
- Fish products from intensive aquaculture may not be displayed and sold, in particular the farmed fishing of carnivorous species (like salmon or bluefin tuna) or for the purpose of making feed for other animals is strictly prohibited. However, small-scale aquaculture of shellfishes and herbivorous or native fish species is encouraged, especially as part of an integrated model of sustainable development.
- The sale of wild algae or small-scale traditional cultivated algae is permitted where it is integrated into a sustainable coastal development model.
- Fish roe may be sold only if it comes from farms which meet the requirements of these guidelines or from wild stocks that are not at risk of extinction*; and only if the rest of the fish is also sold, or transformed into other products.
- The FAO zone of origin must be clearly indicated on the products as well as the type of fishing used, which must be highly selective in order to reduce by-catch.
- Fish and seafood products must be made using species captured in the production zone.
- Secondary ingredients of preserved products must be natural, of high quality and, wherever possible, of local origin.
- Products that use synthetic preservative, additives, coloring or any other synthetic chemicals are not allowed, nor is the use of artificial aromas.
- Products stored in oil must bear an indication of the type of oil used, which must abide to the guidelines in the paragraph on “Oils and vegetable fats”.

Priority will be given to producers that:

- Process multiple species, and particularly to companies that process species with a short life cycle.
- Process the whole fish in order to eliminate waste.

** To evaluate the level of risk for each fish stock, Slow Food works on a case-by-case basis, using the Slow Fish network and the International Union for Conservation of nature (IUCN, Iucn.org) red lists as its consulting references.*

HONEY

- Only mixed-flower honey (not deriving from a blend) and single-flower honey that can be associated with the botanical species present in a clearly-indicated production area can be displayed and sold.
- Pasteurized honey cannot be displayed or sold.
- Honeys subjected to forced filtration are not permitted.
- Honey that has been heated to slow crystallization cannot be displayed or sold.
- The use of antibiotics is not allowed.
- Honeys from hives where the bees are given protein-rich foods like soy or powdered milk cannot be displayed and sold. For emergency feeding only pollen, honey or sugar are allowed.

Priority will go to producers with organic certification.

CEREALS, FLOURS AND DERIVATIVES

CEREALS, FLOURS AND DERIVATIVES

- Flours milled from genetically modified grains and commercial hybrids cannot be displayed and sold.
- Only flours milled from grains whose origin is known and indicated can be displayed and sold.
- Wholemeal flours can be displayed and sold if they are milled from the whole grain and are not made from white flour with the addition of bran.
- Flours containing milk or milk by-products, vitamins, acidifiers, antifungals, thickeners, gelling agents, stabilizers or other chemical products used as preservatives and to improve the flour's technical characteristics cannot be displayed and sold.
- Self-raising mixes for pizza, cakes and desserts and flours cannot be displayed and sold, with the exception of gluten-free products.
- Gluten-free preparations containing pure flours and natural thickeners (tapioca starch, carob, xanthan gum) may be displayed and sold
- Gluten-free preparations may not contain added sugars beyond those naturally present in the cereals (e.g. sucrose, dextrose, glucose syrup, fructose syrup, etc.)

Priority will be given to producers that:

- Produce flours milled from grains of local origin or traditional varieties.
- Have organic certification.

BREAD

The rules regarding bread are valid not just for those who sell bread, but also for exhibitors who sell sandwiches, canapés, or other preparations containing bread.

- Any bread on display and for sale must be made using flours which conform to the guidelines above.
- Only bread made with natural leavening (sourdough) can be displayed and sold. A small percentage of brewer's yeast to activate or improve the leavening is allowed.
- Products made from reworking frozen or partially cooked dough cannot be displayed and sold.
- Bread made with bread-making improvers and aids, artificial additives, stabilizers, preservatives, flavor enhancers, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- The use of natural thickeners and stabilizers like guar gum, gum arabic and xanthan gum is permitted in gluten-free breads.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label or data sheet must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."
- Bread containing refined oils or lards or other surrogates for ingredients of higher quality (for example olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.
- Only bread preserved naturally can be used, displayed and sold.
- Gluten-free breads made with naturally gluten-free flours, including starches from gluten-free cereals or tubers, may be displayed and sold.

Priority will be given to producers that:

- Make bread from grains of local origin or traditional varieties.
- Have organic certification.

BAKED GOODS AND SWEETS

- Any baked goods or sweets on display and for sale must be made using flours which conform to the guidelines above.
- The ingredients that characterize the product (chestnuts, walnuts, olives, etc.) must be of local origin. If they cannot be sourced within the historic area, they must come from within the region or a neighboring region, with the exception of ingredients that necessarily and historically come from further away, such as sugar, salt, vanilla, cacao, coffee, pistachios, etc., depending on the country.
- The minimum standard for eggs is outdoor free-range (category 2). Priority will go to eggs from organic agriculture (category 0).
- Baked goods and sweets containing frozen or freeze-dried eggs cannot be displayed and sold.
- Baked goods made using bread-making improvers and aids of synthetic chemical origin and/or of chemical extraction, like additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- The use of natural thickeners and stabilizers like guar gum, gum arabic , xanthan gum and non-GM lecithin is permitted in gluten-free products.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase “natural flavors.”
- Baked goods and sweets containing refined oils or lards or other surrogates for ingredients of higher quality (for example olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.

DRIED PASTA

- Dried pasta on display and for sale must be made using flours which conform to the guidelines above.
- Dried pasta made using additives, production aids, colorings and artificial and nature-identical flavorings cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label and data sheet must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase “natural flavors.”

Priority will be given to producers that:

- Are responsible for the whole production chain from grain cultivation to pasta production.
- Have organic certification.
- Produce pasta shapes with a connection to local tradition, and for durum-wheat dried pasta, the use of bronze dies for cutting.

FRESH AND FILLED PASTA

- Fresh and filled pasta on display and for sale must be made using flours and fillings which conform to the guidelines above.
- Only fresh pasta made entirely in the company's own facilities can be displayed and sold.
- Fresh pasta and any fillings made with additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."
- Products containing refined oils or lards or other surrogates for ingredients of higher quality (for example olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.
- The minimum standard for eggs is outdoor free-range (category 2). Priority will go to eggs from organic agriculture (category 0).

Priority will be give to producers that:

- Are responsible for the whole production chain from grain cultivation to pasta production.
- Have organic certification.
- Produce pasta shapes with a connection to local tradition.

RICE

- Only rice grown by the company can be displayed and sold.
- The cultivation must be sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Rice that has undergone whitening treatments with oil (Camolino rice), glucose and talc (coated or glazed rice) cannot be displayed and sold.

Priority will be given to producers that:

- Display and sell rice varieties traditionally cultivated in their local area.
- Process their own rice directly.
- Have organic certification.

FRUIT, VEGETABLES AND DERIVATIVES

FRUIT AND VEGETABLES

- The cultivation must be sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Only fruits and vegetables which haven't been treated with synthetic chemical substances after harvest may be displayed and sold.

Priority will be given to producers that:

- Have organic certification.
- Promote species and varieties that are native and traditionally cultivated in their production zone.

FRUIT AND VEGETABLE PRESERVES

- The minimum percentage of fruit in jams is 65%.
- In vegetable preserves, the minimum percentage of vegetables is 60%.
- Fruit and vegetable preserves that contain synthetic chemical ingredients or ingredients of chemical extraction, e.g. freeze-dried ingredients or synthetic flavorings, colorings, additives, supplements and processing aids, including artificial sweeteners, thickeners, gelling agents, emulsifiers, stabilizers, antioxidants, sulfites and zeolites cannot be sold.
- Product labels must indicated which oils were used in their production.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label or data sheet must specify the ingredient used (sage, garlic, cinnamon, etc.) rather than the generic phrase "natural flavors."
- For dried products, the use of any chemical substances, including carbon dioxide, in the phase of conservation (both before and after packaging) is prohibited.

Priority will be given to producers that:

- Have organic certification.

EXTRA VIRGIN OLIVE OIL

- Oils on display and sold must be produced using olives cultivated sustainably with regards to the fertilization, protection and working of the soil, and in whose production no chemical herbicides, hormonal treatments or neonicotinoids have been used.
- The oil mill must be within the olive-growing area. If the location is not indicated on the label, it should be declared during the self-declaration phase.

Priority will be given to proucers that:

- Make oil milled from olive cultivars that are native to the production area.
- Have organic certification.

OILS AND VEGETABLE FATS

- Only oils extracted by mechanical cold press can be displayed and sold.
- Oils on display and sold must be produced using olives cultivated sustainably with regards to the fertilization, protection and working of the soil, and in whose production no chemical herbicides, hormonal treatments or neonicotinoids have been used.
- Oils in which the provenance of the plant is not specified cannot be displayed and sold.
- A GMO-free certification is obligatory for soy and rapeseed oils.

Priority will go to producers that:

- Have organic certification.

CHOCOLATE, COFFEE, TEA AND INFUSIONS, SALT

CHOCOLATE AND CACAO-BASED PRODUCTS

- In the case of dark chocolate, cacao beans must be the main ingredient of the finished product.
- The origin of the product (region, name of the producers and/or cooperative) must be clearly displayed.
- Products containing synthetic flavorings and/or ingredients of chemical extraction (e.g. vanillin), GM ingredients (e.g. GM soy lecithin), palm oil, coconut oil and generic vegetable oils (where the provenance is not given) cannot be displayed and sold.
- The cultivation of cacao must be sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- The main ingredient of cacao-based products cannot be sugar.

Priority will be given to producers that:

- Use ingredients from Presidia, or that are on the Ark of Taste, or linked to Slow Food communities.
- Make "from bean to bar" products.

COFFEE

- Single origin coffees may be sold. The sale of mixed-origin coffee will be evaluated on a case-by-case basis.
- The origin of the product (region, name of the producers and/or Cooperative) must be clearly displayed.
- The cultivation of coffee must be sustainable with regards to the fertilization, protection and working of the soil and in whose production no chemical herbicides, hormonal treatments or neonicotinoids have been used.

Priority will be given to coffees linked to the Slow Food Coffee Coalition, those on the Ark of Taste or linked to the producers of Slow Food communities.

TEA AND INFUSIONS

- The cultivation of tea and herbs must be sustainable with regards to the fertilization, protection and working of the soiland in whose production no chemical herbicides, hormonal treatments or neonicotinoids have been used.
- Teas or infusions containing synthetic aromas cannot be displayed and sold. Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase “natural flavors.
- The product origin must be indicated.

Priority will be given to producers that:

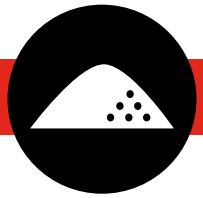
- Sell teas fermented using traditional methods, processed manually or using rolling rather than methods like CTC.
- Have organic certification.

AROMATIC AND MEDICINAL PLANTS AND DERIVATIVES

- The cultivation of aromatic and medicinal herbs must be sustainable with regards to the fertilization, protection and working of the soil and in whose production no chemical herbicides, hormonal treatments or neonicotinoids have been used.
- The sale of infusions containing synthetic ingredients and/or flavorings of chemical extraction is not permitted.
- "Natural" flavorings must be herbs spices, essences and/or extracts thereof. The label must specify the raw material used (sage, rosemary, garlic, cumin, fennel seeds, etc.) and not the generic indication "natural flavourings".
- The zone of origin for production and harvest of the ingredients must be specificed.

Priority will be given to producers that:

- Have organic certification.



SALT

- Only salt that has been harvested or extracted with respect for the environment and in decent working conditions can be displayed and sold. Salt from non-renewable sources is not permitted.

Priority will go to salts linked to Presidia projects, those on the Ark of Taste or linked to the producers of Slow Food communities.

WINE, VINEGARS, BEER, SPIRITS

WINE

- At Terra Madre Salone del Gusto, Cheese and Slow Fish individual wine-producing companies will only be allowed if they belong to a Presidium or other specific projects. Consortia that participate in Slow Food projects are also allowed.
- The producers must cultivate at least 70% of the grapes used in the production of their wines directly (with exemptions for some zones which have traditionally had a wide grape market like Madeira, Napa Valley, Southern Spain, etc.)
- The grapes must be cultivated sustainably with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- The use of inverse osmosis and physical methods of must concentration are not allowed. Furthermore, except for sparkling wines and varieties that are traditionally made with it, the use of rectified concentrated grape must or sugar is not allowed (depending on the country of production). The use of swarf, gum arabic or enzymes to aromatize wines is also not allowed.
- Wine must reflect its local terroir; for this reason priority will go to winemakers who promote their local grape varieties and yeasts.

VINEGARS

- Only wine vinegars produced with the companies' own grapes can be displayed and sold.
- Only fruit vinegars produced with local ingredients, preferably grown by the company, can be displayed and sold.
- The raw ingredients must be produced using olives cultivated sustainably with regards to the fertilization, protection and working of the soil and in whose production no chemical herbicides, hormonal treatments or neonicotinoids have been used.
- Only vinegars that are aged in barrels and acidified with a natural starter can be displayed and sold.
- Priority will go to wine vinegars made using traditional grape varieties.
- Only traditional balsamic vinegar, which follows the specifications for traditional balsamic vinegar production, can be displayed and sold.
- Balsamic condiments cannot be displayed and sold unless they have been made exclusively from the processing of must and vinegar (e.g. glazes and creams).

Priority will be given to producers that:

- Sell vinegars made from local varieties.

BEER

- Beers made using genetically-modified malt cannot be displayed or sold.
- The labels or data sheets must clearly indicate all ingredients used and the treatments used.
- In the case of Beer Firm (beer companies that produce beer without owning their own brewing equipment), it will be necessary to indicate the facility where the beer was produced.

Priority will be given to producers that:

- Clearly indicate, ideally on the taps, the following: type and provenance of the malts used, type and provenance of hops used, type and provenance of any other added ingredients.
- Produce beers in historic local styles, where they exist.
- Use organically-cultivated ingredients.
- Develop partnerships in their local areas (for example regarding suppliers or distribution).

SPIRITS

- No ingredient may come from genetically-modified crops.
- Spirits produced ideally using local ingredients (including ingredients used for infusions) can be displayed and sold, with preference given to those based on local traditions. Exceptions are possible when certain ingredients are not locally available. In all cases the main ingredients must be indicated.
- Spirits containing synthetic products such as flavorings, colorings and sweeteners cannot be sold.

www.slowfood.com