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FOR IMMEDIATE RELEASE

Terra Madre 2008: Turin, Italy, October 23-27—The Largest International Gathering of Small-Scale Farmers and Food Producers

More Than 700 Farmers, Food Producers, Cooks, Students and Educators from the United States will attend.

New York, NY—October 3, 2008 On October 23, 2008, over 7,000 small-scale farmers, breeders, fishers, herders, traditional food producers, educators and students from five continents and 130 countries, including more than 700 from the U.S., will convene in Turin, Italy, as Slow Food International hosts **Terra Madre 2008**. Together, these delegates represent those who produce, sell, harvest, purchase, cook and educate in an effort to promote a more sustainable local and global food system. Delegates from the United States will include prominent leaders in all areas of sustainable agriculture, education and activism.

Terra Madre 2008 will be the largest international gathering of small-scale farmers and food producers in history, and will provide a forum for producers whose traditional methods and ways of life are threatened by an increasingly industrialized global food supply. The event is based on the concept of *food communities*, which encompass the long and diverse chains of people involved in bringing our food from the field to the table. The food communities of Terra Madre come together across cultures and climates to share innovative solutions and time-honored traditions for keeping small-scale agriculture and sustainable food production alive and well. “Terra Madre is a forum for all who believe that good, clean and fair food should be available at every table,” said Erika Lesser, Executive Director of Slow Food USA.

This year, the network grows even stronger thanks to 1,300 youth delegates from around the world. These youth delegates are college students, culinary students, and graduate students; young farmers, cooks and activists. At Terra Madre, they will have the opportunity to network with other young delegates from around the world, while also having the opportunity to have meaningful exchange with more established producers, cooks and educators.

One of the most memorable aspects of the meeting for the delegates is the opportunity to meet other producers and cooks from around the world that are committed to preserving cultural food traditions and to developing more sustainable production methods.

Prominent U.S. delegates to Terra Madre include Will Allen, a 2008 MacArthur Genius Award winner and founder of urban agricultural nonprofit Growing Power; farmer and

former MacArthur Genius, Cheryl Rogowski; Chef Tory Miller of L'Etoile in Madison, Wis.; the Coalition of Immokalee Workers; and faculty from the University of New Hampshire's groundbreaking new EcoGastronomy Program.

Terra Madre will run concurrently with Salone del Gusto, also organized by Slow Food International. Salone del Gusto is one of the most important international fairs dedicated to high quality, sustainably produced artisan food from around the world. Slow Food believes that both events will continue to build bridges from the farm to the table and inspire solidarity among sustainable producers, supporters and advocates. Terra Madre and Salone del Gusto are organized in partnership with the Italian Ministry of Agriculture and Forestry, the Italian Cooperation for Development, the Ministry of Foreign Affairs, the Region of Piedmont, and the City of Turin. For more information please visit <http://www.terramadre.info/welcome.lasso>.

Our Mission

Slow Food USA seeks to create dramatic and lasting change in the food system. We reconnect Americans with the people, traditions, plants, animals, fertile soils and waters that produce our food. We seek to inspire a transformation in food policy, production practices and market forces so that they ensure equity, sustainability and pleasure in the food we eat.

Our Vision

Food is a common language and a universal right. Slow Food USA envisions a world in which all people can eat food that is good for them, good for the people who grow it and good for the planet.

For more information about Terra Madre 2008 and Slow Food USA visit www.slowfoodusa.org.

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