



Exhibiting at Salone del Gusto and Terra Madre 2014 - FAQ

WHAT IS TERRA MADRE/SALONE DEL GUSTO?

Organized by Slow Food International in close collaboration with its worldwide network, Terra Madre/Salone del Gusto is an incredible, one-of-a-kind experience of cultural exchange. More than 250,000 people from around the world who are passionate about food – including farmers, fishers, producers, cooks, Slow Food members, leaders and supporters – come together to share food products, food cultures, and knowledge. Hosted by Slow Food International, the Regional Authority of Piedmont and the City of Turin, the event lasts for five days and features food booths and exhibitors, tasting workshops, educational workshops and conferences, and organized tours and dinners.

Terra Madre is the social activist gathering of Slow Food supporters and delegates for conferences and workshops; Salone del Gusto (“Hall of Taste”) is a global showcase for traditional and innovative food producers offering free tastings, products for purchase and pop-up restaurant style meals. Terra Madre and Salone del Gusto is a unified event open to the public in **Turin, Italy** from **October 23-27, 2014**.

WHAT DOES IT MEAN TO BE AN EXHIBITOR?

Being a Salone del Gusto and Terra Madre exhibitor means that you are part of a global community of producers and food and farm workers that is feeding the world with good, clean, and fair food. It is a very special opportunity to represent the diversity of U.S. regional foodways and cultures to an international audience.

WHO CAN BE AN EXHIBITOR?

The 2014 edition of Salone del Gusto and Terra Madre has a dual theme of Family Farmers and the Ark of Taste. In conjunction with the Food and Agriculture Organization’s declaration of 2014 as the International Year of Family Farming, this theme draws attention to the importance of biodiversity and cultural heritage to the future of family farming. Producers who are or who support family farmers and work with foods from the Ark of Taste in the U.S.A. are strongly encouraged to apply.

WHAT KIND OF PRODUCTS ARE SHARED AND SOLD?

Any food or beverage that has been produced in a good, clean, and fair way can be brought to Salone del Gusto and Terra Madre. Spices, grains, teas, cheeses, cured meats, fresh meats, alcohol, pickles, jams, preserves, breads, desserts, and many other foods (as well as agricultural products like fibers) can be found in the market. While not prohibited, fresh fruits and vegetables are rare as these are not



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easily transportable or shipped. Many Slow Food Presidia from around the world —such as our own Manoomin Rice and Navajo Churro Sheep—have participated in the past. To represent the diversity of U.S. regional foodways and cultures at Salone del Gusto and Terra Madre 2012, Slow Food USA is especially seeking vendors of:

- Grains
- Jams
- Teas
- Cheeses
- Pickles
- Honey
- Alcoholic beverages
- Herbs
- Spices
- Cured meats
- Oils
- Chocolates
- Nuts
- Anything else that is easily packaged, stored, and shipped

Keep in mind that products with a standard label (including an ingredient list) on them will generally be easier to import for sale than those without. We will work with you to bring over unlabeled products, but be aware this may require more lead-time.

HOW ARE EXHIBITORS ARRANGED?

The exhibition space will be organized by country. Within the U.S. area, there will be three types of spaces:

Individual: Intended for larger businesses that are able to fully stock and staff a booth on their own.

Collaborative: Smaller businesses will share a booth. Ideally these producers will come from a similar geographic region and will collaborate in advance of, during and even after the event. Groups may be arranged directly between businesses, or coordinated through local Slow Food chapters or Slow Food USA.

Micro-producers: Intended for formal or informal food producers with limited production. Micro-producers will be able to book a slot of several hours on one or more days in order to sample out and/or sell their product.

Note: Any product offered for sale is subject to all import laws and taxes.

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WHAT DOES BEING AN EXHIBITOR ENTAIL?

As an exhibitor or group of exhibitors, you will be expected to:

- Purchase a booth (see Booth description below).
 - There are 4 different types of booths.
 - The price of the smallest size booth (9 square meters), which has two possible configurations, is 1,950 Euros + tax for non-Slow Food affiliated vendors and 1,200 Euros + tax for Presidia and other vendors endorsed by a Slow Food chapter or the national office.
 - Estimated prices of larger booths are:
 - 4,800 Euros (18 square meters)
 - 9,000 Euros (24 square meters)

Larger booths are usually turned into a restaurant/tasting area with a kitchen and tables. The total cost of the booth includes the cost of kitchen and equipment, so the price may vary. If you are interested in larger booths, email megan@slowfoodusa.org for a price quote.

If you want to be an exhibitor, but are concerned about the cost, note that some opportunities for financial support are available.

- Make and pay for shipping arrangements of any product(s) you wish to sell (see basic instructions below). The cost of shipping will depend on your mode of shipping (air or sea). You will receive ongoing technical support from SFUSA to help you understand import laws, arrange shipping, and negotiate delivery in Italy.
- Set up and maintain your booth. Slow Food national and international staff will work with you to coordinate onsite logistics.
- Serve as an ambassador to the global community by participate in workshops and peer-to-peer cultural exchange from within you booth and throughout the event.
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WHAT IS THE BENEFIT OF BEING AN EXHIBITOR?

Depending on the size of your business, exhibiting at Salone del Gusto may not realize a profit for your business, but exhibitors can expect to cover their expenses through sales.

The benefit of being an exhibitor goes beyond the financial. You will connect to the SFUSA network and membership, including promotion through national level communications before, during and after

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the event. You will meet similar producers from around the world who are part of the Terra Madre community, and you will have an opportunity to showcase your product and production methods as representing good, clean and fair food in the US before a global marketplace of people who appreciate the care and effort you put into creating your product. And last but not least, you will have the experience of a lifetime!

For more information on media reach and promotion opportunities, or to connect with a local chapter for support in preparing to be an exhibitor, email megan@slowfoodusa.org

ARE EXHIBITORS DELEGATES?

Exhibitors may choose to apply to the U.S. delegation to Terra Madre, but are not required to do so. Exhibitors that are part of the delegation will receive ground transportation, housing and meals in addition to other benefits. Exhibitors are encouraged to apply to the U.S. delegation to Terra Madre. Deadline for applications is March 16th, and you can find more information at <http://www.slowfoodusa.org/terra-madre-and-salone-del-gusto-2014>

HOW DO I SHIP MY PRODUCT TO ITALY?

This is a basic overview of the process required. Details may vary according to your product and timeline, and more information will become available as planning is finalized.

Step 1: Make sure that your product can be sold legally in the European Union. Check out the European Commission's website on food industry regulations:
http://europa.eu/legislation_summaries/food_safety/index_en.htm

Step 2: Gather the following 3 documents, which you'll need to get your product(s) through Customs in Italy:

1. Origin Certificate: This is a document used in import/export that certifies where the product comes from. Your local Chamber of Commerce usually issues it.
2. Phytosanitary Certificate: This is an import/export document that declares sanitary facts of the product. The State Department of Agriculture usually issues it. If your product carries a nutritional label, this should be simple to procure.
3. Proforma Invoice (see template for Proforma invoice below): This is a "pre invoice" in which you specify the price of the imported products. Customs requires this document to track the destination of the shipment. Make your Proforma Invoice out to Slow Food Promozione and



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indicate that your shipment is destined for Slow Food International's Salone del Gusto market and warehouse. It does NOT mean that Slow Food buys the products or will be responsible for importing it. As a suggestion, declaring a lower price in the Proforma invoice will reduce the taxes you will have to pay to Customs.

Important Note: Once you are confirmed as a Salone del Gusto vendor, you will be provided with a letter signed by Slow Food International that declares that your product(s) will be showcased in the International Salone del Gusto and Terra Madre 2014. You may present this letter to the Italian authority at Customs. It will be in Italian.

Step 3: Make shipping arrangements. Once your products arrive in Italy, they will be directed to Slow Food International's warehouse and refrigerator at Salone del Gusto.





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TEMPLATE PRO FORMA INVOICE

SENDER

Company's name

Address

Phone number

(Include the information of the company and the contact details)

Place and date

PRO-FORMA INVOICE

Consignee:

XXX

SAMPLES NOT FOR SALE

NO COMMERCIAL VALUE

EXTERNAL APPEARANCE:

PARCELS: #

TOTAL GROSS WEIGHT:

COMMERCIAL VALUE OF THE PRODUCTS:

(For Customs purposes only)

DESCRIPTION



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EXHIBITOR BOOTH DESCRIPTIONS

Stalls

Size: 9 square meters

Cost for general exhibitors: 1,950€ + VAT

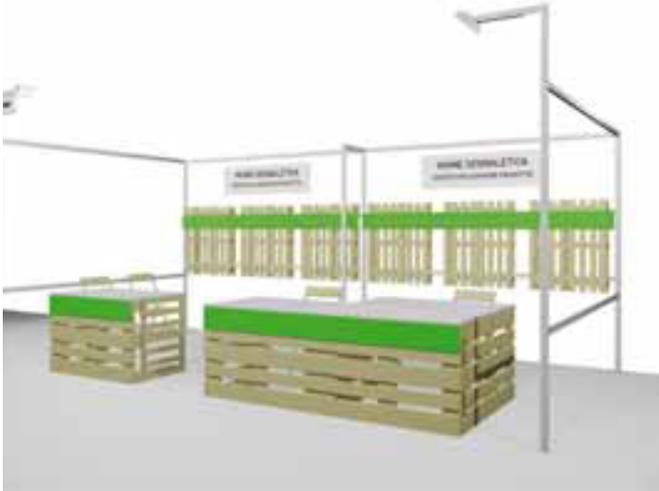
Cost for SFUSA sponsored exhibitor: 1,200€ + VAT

Type A



Type B

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Mini-stands

Size: 18 square meters

Cost for general exhibitors: 6,000€ + VAT

Cost for SFUSA supported exhibitors: 4,800€ + VAT

Stands

Size: 24 square meters

Cost for general exhibitors: 10,900€ +VAT

Cost for SFUSA sponsored exhibitors: 9,000€ +VAT



CONTACT INFORMATION

Please send all questions, request for information and notices of intent via email to Megan Larmer, megan@slowfoodusa.org