



Annual Report to the Slow Food USA Community

2015

Slow Food USA inspires individuals to change the world through food that is good, clean and fair.





A note from Slow Food USA Chairman, Bob Shaver

Thirty years have passed since Slow Food was founded in Bra, Italy, in 1986. The global movement that it launched has touched millions of lives at all points in an ever-shortening supply chain. The principles of good, clean, and fair are now a part of our food culture. We celebrate this, and the work of the visionaries, advocates, and community-builders that made it possible.

Here at Slow Food USA, we also look to the future. In a world where bureaucrats buy local, heirloom is hip, and schoolkids plant parsnips, what more can we do? The answer, we believe, is to do what we have always done: *gather*, *campaign*, and *partner*. This is how Slow Food USA inspires individuals to change the world through good, clean, and fair food.

In 2015, we gathered communities to share slow food; we campaigned for things we believe in, like Slow Meat; and we partnered with many incredible organizations that have taken up the mantle of slow in the thirty years since we began. And we laid the foundation to expand our work in the years to come.

I hope as you read this report you are inspired to take part, and to inspire others.



Slow Food USA®

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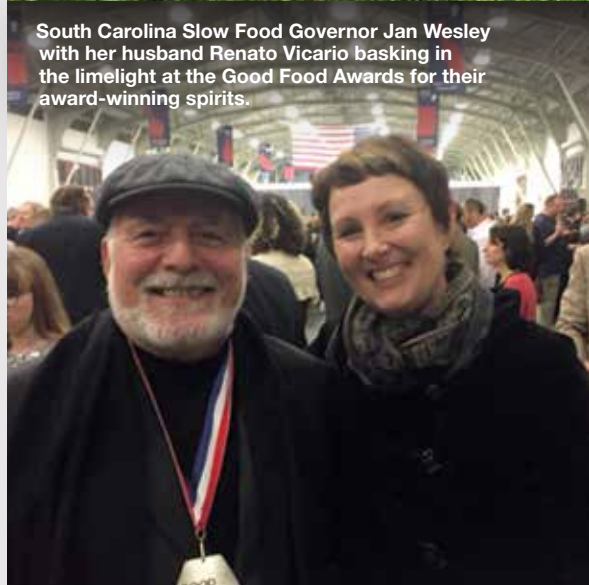
Slow Food USA is part of the global Slow Food network. We advocate for good, clean and fair food for all.

Slow Food USA Board of Directors

- Bob Shaver, *Chair*
- Alessandro d'Ansembourg
- Paolo Di Croce
- Thom Duncan
- Curt Ellis
- Philip Lee
- Matthew Raiford
- Julie Shaffer
- Joel Smith
- John W. Stewart, III
- Kathryn Lynch Underwood
- Matt Jones (ex-officio)



South Carolina Slow Food Governor Jan Wesley with her husband Renato Vicario basking in the limelight at the Good Food Awards for their award-winning spirits.



Together with our donors, members, and other supporters, we are growing a food movement that prizes joy and justice through gatherings, campaigns and partnerships. Thanks to our network of chapters and donors, we have opened the eyes of school-children and families across the country to the promise that food can be good, clean, and fair; we have sparked a movement for “better meat, less” and created a safe space for stakeholders to share ideas and challenges for overthrowing the tyranny of cheap meat; and we have worked to protect foods and food traditions at risk of disappearing. We are delighted to share the exciting work that took place in 2015 and look forward to what’s growing in 2016.

gather

We gather to exchange experience, to feed our curiosity, to grow our community, to offer our acceptance and to share our voice. We believe in-person gatherings create safe havens where individuals and communities can learn from each other, share knowledge, and share meals.

2015: *“It was one of the best conferences that I have ever attended. So many international people to meet and I really liked the open dialogue that went on. People could disagree and it was just fine.”*

—Kelli Hepler, *Colorado Agritourism Association*

2015: We hosted 211 attendees at our second Slow Meat; hailing from 33 U.S. states and 14 countries, ranchers, butchers, animal-welfare activists, thought leaders, and eaters of every ethos were eager to address the conundrum of industrial animal husbandry and to celebrate its alternatives. *As a result of Slow Meat and also in 2015, we were thrilled to send Indigenous leaders from the Navajo Churro sheep community to bring the Slow Meat message and their butchery skills to the global meeting, Indigenous Terra Madre, in Shillong, India in November 2015.*

In 2016: Our National School Garden Program is hosting our first ever school garden gathering “School Garden Spring Break,” in Charlotte, NC. Participants will learn about Slow Food’s approach to garden education and network with garden leaders from around the country. Lastly, we are looking forward to Terra Madre 2016, a biennial global gathering of food producers that draws over 250,000 visitors to Turin, Italy — birthplace of the Slow Food movement. Together with our chapters, we will send a diverse delegation of farmers, artisans, and food activists — 250 of our most innovative and engaged leaders — to join delegates from over 160 other countries.

campaign

We campaign to inspire action, gain momentum and grow a movement. We know the mission of good, clean, and fair food hits home for people in and out of our network. We campaign to reach new audiences and educate the public about Slow Food.

2015: Our campaign work thrives both online and on the ground. There is no better example than the work our National School Garden Program does to connect youth to food by teaching them how to grow, cook, and enjoy

real food. We are currently supporting over 850 gardens across the country by providing technical assistance, professional development and curricula, and partnerships to cultivate the next generation of healthy eaters. In December 2015, we launched a Global Garden Exchange, an email pen-pal program intended to facilitate cultural exchange and learning. Since the launch, we have paired students in the U.S. with students in 18 schools from 6 countries, including Tanzania, Uganda, Kenya, the Democratic Republic of the Congo, Senegal, and Macedonia. Additionally, the world got smaller this past autumn, when Slow Food International Vice President Edward Mukibi campaigned across the USA on a food sovereignty tour to meet with food activists in

communities of color who too are fighting for the dignity in gardens, kitchens, and communities.

In 2016: We have released the first segment of our “Good, Clean, and Fair” Curriculum for download and purchase online. The second and third segments will be available by the end of 2016. The goal of this effort is to provide a different kind of approach to student engagement, one that is rooted in the Slow Food values of Good, Clean, and Fair food for all. We provide ideas and examples that engage children around the food itself, rather than embedding garden lessons in traditional classroom curricula. We are also preparing more new exciting issue-driven online campaigns in 2016 dedicated to our work around biodiversity and the Ark of Taste.

partner

We partner to collaborate, to support and to learn. We know we cannot bring about a good-food revolution singlehandedly, so we will eagerly seek out collaborations with organizations whose expertise is complementary to our own.

2015: Organized by volunteer leaders, 150 local chapters are the heart of the Slow Food movement and the closest partners in our work. They invite their local community to taste, celebrate and champion foods and food traditions, support farmers markets and CSAs, grow and sustain gardens, and join members from disparate ends of the food system in debate and common cause. We also breed partnerships through our national campaigns and gatherings; among the ones that excite us are: The American Grassfed Association, Black Urban Growers, Chelsea Green Publishers, Crown Finish, Farm Aid, Ferrari Wines, Food Corps, Glynwood, Heritage Radio Network, Humane Society, Just Food, Lavazza, Natural Resources Defense Council, and the Rural Coalition.

We continue to explore partnerships to expand the reach and impact of the Ark of Taste. In conjunction

with Seed Savers Exchange, classrooms are growing heirloom and at-risk seeds. By introducing these foods to schools and schoolchildren, we hope to foster a curiosity for new flavors that will last for generations.

In 2016: We undertook a strategic planning process during the past six months. This gave us the opportunity to reflect on the role our organization can play in the current food movement landscape. Our mission is “to inspire individuals and communities to change the world through food that is good, clean, and fair for all,” and we will increasingly conduct this work through intentional gatherings, campaigns, and partnerships. We are excited by the potential of this new direction to enhance our existing work and engage even more supporters and leaders in our work across the country.



Our Network: By the Numbers

Our incredible network of members, volunteers, and supporters provides much of the power behind Slow Food USA. We're grateful to each and every person involved in this work!

\$875,041 in funds raised by local chapters via individual donors, grants, and events and spent on internal programming and grants to other organizations.

444,142 Facebook, Twitter, and Instagram followers in the USA

72,474 Supporters attended local Slow Food events

51,578 adults directly impacted by local programming

29,043 kids directly impacted by local programming

780 community leaders

178 local and campus chapters

158 primary chapter leaders

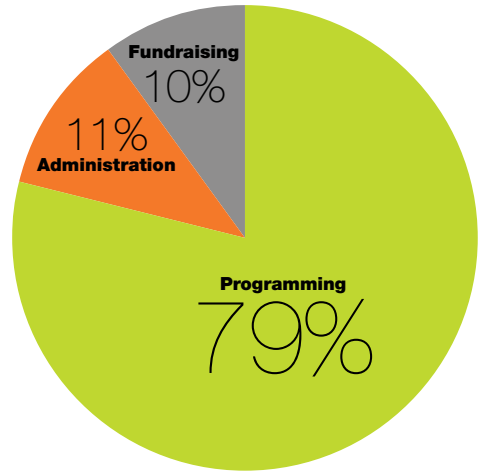
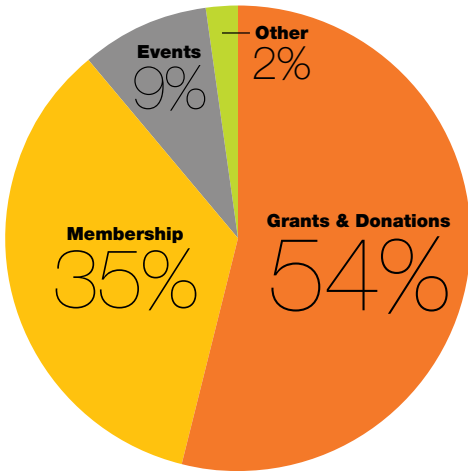
5 regional Ark of Taste committees



Get Involved! A community of food system leaders awaits you...
JOIN for the first time • **RENEW** your membership • **GIVE** a donation
 Donate online at slowfoodusa.org

FY 2015 Revenue & Expense Breakdown

Financials represent fiscal year 2015 spanning July 1 2014 to June 30, 2015.



Revenue
\$1,009,040

| | |
|--|-----------|
| Grants & Donations | |
| \$543,201 | |
| Membership | |
| \$357,824 | |
| Events | \$ 93,410 |
| Other (includes Program fees and other income) | \$ 14,605 |

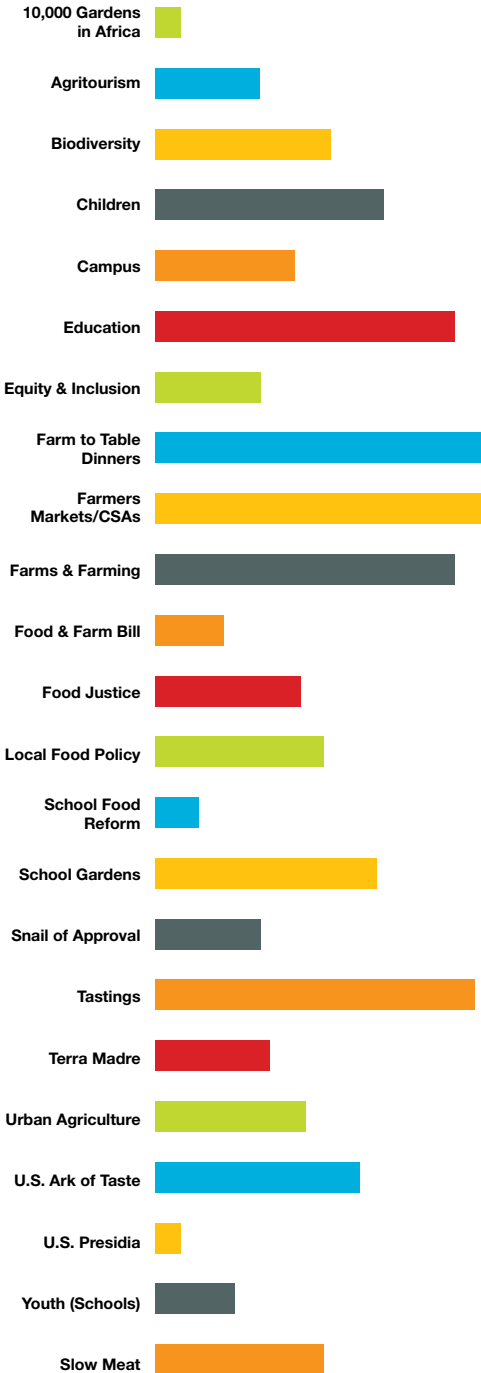
Expenses
\$1,647,066

| | |
|----------------|-------------|
| Programming | \$1,300,355 |
| Administration | \$ 185,974 |
| Fundraising | \$ 160,737 |

What we do

on the ground in the 150
Slow Food USA chapters

donors



\$25,000 – \$99,000

11th Hour Project
The Bunny Rattner Foundation
Flora Family Foundation
Terry and Joe Furgerson
GRACE Communications Foundation
Institute of International Education
TomKat Charitable Trust

\$10,000 – \$24,000

Elana Amsterdam and Robert Katz
Thom Duncan
Grey Goose
Julie Shaffer
John W. Stewart III and Ramon Torres
W. K. Kellogg Foundation

\$5,000 – \$9,999

Anonymous
Applegate Farms
Diana and David Black
Brenda and Keith Brodie
Lynne Frame and Richard Hoskins
Kim and Matthew Jones
Ian McNeel and Julie Hooper
Lisa and Andrew Nowak
Oxfam America Advocacy Fund
Ruth U Fertel Foundation
Robert and Lea Shaver
Joel Smith and Terra Brockman
Whole Foods Market

\$2,500 – \$4,999

Boston Foundation
Laura Donnelley
William Galt and Gail Weaver
John Maas
Muriel Mora
Niman Ranch
Spokane River Slow Food Chapter
The Humane Society of The United States

\$1,000 – \$2,499

Stanley and Barbara Arkin
Charlotte and Toby Barbey
BarnRaiser
Leslie Bercovitz
Tracy Bizelli
Steve and Geny Case
Justine Cassell
Jeff Chandler and Donna Morea
Chelsea Green Publishing Company

Colorado Office of Economic Development and International Trade
Amy Cooper
Tim and Karen Culler
Deliciously Dorie's Joyful Juice
Vinessa DePinto
Epicurean Group
Farm Aid
Mark Feichtmeir
Sheryl Fox
Fruit Cycle
Beth Gillespie and Dan Novelty
Grassroots Natural Market
Heritage Foods USA
Allen and Samantha Katz
Kurt Kittleson
The Kohlberg Foundation
Dorothy and Kyle Lake
Frederick Landman and Seen Lippert
Carol Master and Sherry Mayrent
Tish and Dick McCarthy
Steve Michelson
Mark and Elizabeth Moisan
Tom and Kristina Montague
John Montague
Anna and Mason Morfit
Victoria and Steve Morris
Mountain Primal Meat Co.
George and Ellen Nemhauser
New Visions Foundation
Parfitt Way Management Corporation
Barbara Petit and C.J. Bolster
Stefani Phipps
Michael Pollan and Judith Belzer
Christopher and Caitlin Rorer
Monica Sharp
Joe Silberlicht and Sandra Fenske
Ann and Christopher Stack
Mary Stock
Rick Theis and Carolyn Johnson
Jessica Valdespino and John Moussouris
Bryn Wagner Hanson and David Hanson
Bradley Williams
Edwin and Grace Yowell

\$500 – \$999

Achieve Wellness
Chiropractic Center
Carole Addlestone
Anson Mills
Marianne Battistone and Philip Norwood

Lisa Biscaichipy
Louise Bowditch
Phi Brown and Carol LaPlant
Mary Caldwell
Laurie Carlson and
Chuck Giuli
Charlie Hong Kong
The Cheese Shop of
Des Moines
Alessandro d'Ansembourg
and Marianne Gimon
Richard and Marilyn Doerr
Peggy Dulany
Victoria and Porter Durham
Robert and Melissa Dzierna
Dion, Leslie and Oliver Genchi
Peter Ginn
Jane Grimwood
Jason Helmers
Cayce Hill and Joseph Zullo
Island Thyme Gourmet
Kimball House
Kingbird Farms
Dorothy Kirkley
Rajiv Kohli
Sara K. Lampert
Philip Lee and June Jo Lee
MA'O Organic Farms
Marley Spoon
Andrea Mathews
Marilyn McCloskey
Paul Merrill
Michigan Food & Farming
Systems
Anne Walker and
Sam Mogannam
Elph Morgan and
Jillian Downey
Tony and Susan Morris
Mary Nalley
Deborah Neasi-Miller
Russell and Leonard Nelson
Kim and Edward Nichols
Page Restaurant
Prairie Plate Restaurant
Lou and Susan Preston
Seth Proctor
Leah Rodgers
Selina Rossiter and
Alexander Colhoun
Gretchen Schaffner and
Alex Reid
Susan and Casey Schanen
Shooting Point Oysters
Gary and Susan Spoto
Pat Starzyk
Story City Locker
Thai Basil Restaurant
Kathryn Underwood
Ann Van Buren
Renato Vicario and Jan Wesley
Vicario Wine and Spirits
Alexander Vietor
Porter Watkins

Allison Weinhagen
Thomas Young
Robert Zeuner and
Bruce Johnson
\$250 - \$499
Randall and Carolyn Abney
Arienne Adamcikova and
Andrew Rostaing
Amy Alpine and John Grump
Margaret Arent
Chris Baggott
Michael and Jo Anne Bander
Cathy Barbash and
Michael Riley
Debbie Barnes
Richard and Wendy Baskin
Judy and Thomas Beckmen
Meredith Bell
Cynthia Berkshire
Veronica Bisek and
Jonathan Lurvey
Shelley Blanton-Stroud
Amy Bodiker Baskes
Alexandra Bunzl
Darin Camin
Cesare Casella
Frank Castellana
Jim Challenger
Susan Chandler
Margaret Gay Chanler
ChocolateTree Organic Oasis
Robert Chubrich
Cari Clement and Jeff Roberts
Tim Clesen
Amanda Clonts
Jennifer Coffman
Bettie Coley
Jesse Cool
Irene Costello
Diane Cowdrey and
Scot Russell
d'Almedia Charitable Trust
Brian Detman and
Katherine Deumling
Rita DiCello
Bernadette Dryden and
John Stewart
Curt Ellis
Jane and Bert Emke
Jane Evans
Dominick Fiume
Mark Fornatale
Lee Anne Garner
TC Gemmell
Vincent Giambalvo
Lynda Gibbons
Beth Glosten
Patricia and Mariah Goelz
Anni Golding
Jenckyn Goosby

Diana Gordon and
Michael Keating
Kathryn and James Gouldie
Mamie Gray
Linda Grimaldi and
Joseph Catalano
Shirley Hall
John Harvey
Warren Haskell
Lisa Holmes
Rick Hood
Christine and John Horthy
Hotel Tabard Inn
Dave and Jenifer Hughs
Ann Hunter-Welborn and
David Welborn
Michael Hursey
Julie Jacobson and
Robert White
Jay and Raquel Jadeja
Dean Johanneck
Craig and Gail Johnson
Donna Jones
Elisa Joseph and
Jenna Anders
Emily and Michael Kaufmann
Tamara and Dan Kilmurray
Karl Kister
Jeffrey Koberacker
Michelle Kozel
Kelly and Travis La Mar
Stephanie and Bo Laborde
Colleen Lamb-Gunnerson
Gail and Michael Lamotte
Rebecca Langhurst
Sarah and Rob Leineweber
Steven Lewis
Tony and Nancy Lilly
Carol and Gene Livingston
Stacy Luks and Pierce Homer
John Lyons
Amanda Macejko
Andy and Melissa Maclennan
Martha Mackie
Charles and Rose Maher
Deborah Manjoney and
T. Stanwyck
Mar Vista Farmer's Market
Tanya and John Marston
Karen Martin
Scott and Anne Mason
Christina Mattin
Richard McCarthy and
Bonnie Goldblum
Bette Mckibben
Donna McLoughlin
Jeffrey Mealiffe
Pamela Murphy
Sharon King
Richard R. and
Sandy Norgrove
Elizabeth and Matt O'Connell
Rose O'Dell and Gary King
Michael O'Donovan

Kevin Ouzts
Robert Pastor
Debra Perry and Jeff Baldwin
Mark Pfitzner
Edward Piehl
Ennio Ranaboldo
Frances Rehwald
Krista and David Roberts
Laura Roebuck
Dan Rosenthal
Marcie Rothman
Bruce Rowland
Jon Rowley
Richard Russell
Jileen and Richard Russell
David Sacarelos
Kay Sanford
Annel and Peter Schallock
Anthony Schlarb
Katie Schmidt
Tom Scott
Gerry and Yvonne Segal
Rita Sepowitz Saltz
Annette Seppanen and
Curt Nelson
David and Lucinda Shields
Grace Singleton
Paula Smith
Larry Spelts
William Stahl
Kris Stoever
Lois Swords
Carolyn Swords
The Garden Wholesale
Ken Tsang
Linda Tying
Marc Udoff
Beatrice Ughi
University of Arkansas
Brewery Vivant
Tim Walch
Kent Walker
Susan and M. Walker Wallace
Joe and Sue Warren
Donna Williams
Lucy Wilson
Philip Woollam and
Tina Freeman
Beth and Mark Wyatt
Barry Yates
Susan Yeager
Katherine Zapf and
Gen Shibayama
Michael Zimmerman



Good Our food should be tasty, seasonal, local, fresh and wholesome.

Clean Our food should nourish a healthful lifestyle and be produced in ways that preserve biodiversity, sustain the environment and ensure animal welfare – without harming human health.

Fair Our food should be affordable by all, while respecting the dignity of labor from field to fork.

For All Good, clean and fair food should be accessible to all and celebrate the diverse cultures, traditions and nations that reside in the USA.

