Annual Report to the Slow Food USA Community

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

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 Mukiibi 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 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.

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 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.

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.
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
## Donors

### $25,000 – $99,000
- 11th Hour Project
- The Bunny Rattner Foundation
- Flora Family Foundation
- Terry and Joe Furgerson Foundation
- 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
- Ian McNeel and Julie Hooper
- Lisa and Andrew Nowak
- Oxfam America Advocacy Fund
- Ruth U Fertel Foundation
- Robert and Lea Shaver
- Julie Cassell
- Donna Morea
- Chelsea Green Publishing Company

### $2,500 – $4,999
- Boston Foundation
- Laura Donnelly
- William Galt and Gail Weaver
- John Maas
- Muriel Mora
- Heritage Foods USA
- Allen and Samantha Katz
- John and Christy Montague
- The Kohlberg Foundation
- Dorothy and Kyler Lake
- Frederick Landman and Seen Lippert
- 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

### $1,000 – $2,499
- Stanley and Barbara Arkin
- Charlotte and Toby Barbey
- BarnRaiser
- Leslie Bercovitz
- Tracy Bizelli
- Steve and Gery Case
- Justine Cassell
- Jeff Chandler and Donna Morea
- Chelsea Green Publishing Company

### $500 – $999
- Achieve Wellness Chiropractic Center
- Carole Addlestone
- Anson Mills
- Marianne Battistone and Philip Norwood

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### What we do

- 10,000 Gardens in Africa
- Agritourism
- Biodiversity
- Children
- Campus
- Education
- Equity & Inclusion
- Farm to Table Dinners
- Farmers Markets/CSAs
- Farms & Farming
- Food & Farm Bill
- Food Justice
- Local Food Policy
- School Food Reform
- School Gardens
- Snail of Approval
- Tastings
- Terra Madre
- Urban Agriculture
- U.S. Ark of Taste
- U.S. Presidia
- Youth (Schools)
- Slow Meat

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Lisa Biscachipy  
Louise Bovdich  
Phil Brown and Carol LaPlant  
Mary Caldwell  
Laurie Carlson and Chuck Giul  
Charlie Hong Kong  
The Cheese Shop of Des Moines  
Alessandro d’Ansembourg and Marianne Gimom  
Richard and Marilyn Doer  
Peggy Dulany  
Victoria and Porter Durham  
Robert and Melissa Dziema  
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. Lamped  
Philip Lee and June Jo Lee  
MA’O Organic Farms  
Marley Spoon  
Andrea Mathews  
Marllyn 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 Weinlagen  
Thomas Young  
Robert Zeuner and Bruce Johnson  
$250 – $499  
Randall and Carolyn Abney  
Arienne Adamcikova and Andrew Rostaing  
Amy Alpine and John Grump  
Margaret Aron  
Chris Baggott  
Michael and Jo Anne Bander  
Cathy Babash and Michael Riley  
Debbie Barnes  
Richard and Wendy Baskin  
Judy and Thomas Beckmen  
Meredith Bell  
Cynthia Berkshire  
Veronica Bisek and Jonathan Lurie  
Shelley Blanton-Stroud  
Amy Bodiker Baskes  
Alexandra Bunzi  
Darin Camin  
Cesare Casella  
Frank Castellana  
Jim Challenger  
Susan Chandler  
Margaret Gay Chanler  
ChocolaTree Organic Oasis  
Robert Chubrich  
Carl Clement and Jeff Roberts  
Tim Cleesen  
Amanda Clonts  
Jennifer Coffman  
Bettie Coley  
Jesse Cool  
Irene Costello  
Diane Cowdrey and Scot Russell  
d’Almeda 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  
Ann 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 Horts  
Hotel Tabard Inn  
Dave and Jennifer Hughes  
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 Kaufman  
Tamara and Dan Kilmurray  
Karl Kister  
Jeffrey Kobacker  
Michelle Kozel  
Kelly and Travis La Mar  
Stephanie and Bo Laborde  
Colleen Lamb-Gunnerson  
Gail and Michael Lomot  
Rebecca Langhurst  
Sarah and Rob Leineweber  
Steven Lewis  
Tony and Nancy Lilly  
Carol and Gene Livingston  
Stacy Luks and Pierce Homer  
John Lyons  
Amanda Macieko  
Andy and Melissa Macennan  
Martha Mackie  
Charles and Rose Mahler  
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 Mealife  
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  
Annelli and Peter Schalock  
Anthony Schlarb  
Katie Schmidt  
Tom Scott  
Gery and Yvonne Segal  
Rita Seplowitz 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 Tyring  
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 Woolam and Tina Freeman  
Beth and Mark Wyatt  
Barry Yates  
Suzan 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.