



Slow Food USA[®]

ANNUAL CHAPTER REPORT: 2015



Slow Food Chicago Board Members and volunteers grew food and community at the PreSERVE Garden.

WHO WE ARE

Slow Food USA is part of the global Slow Food network of over 150,000 members in more than 150 countries. Through a vast volunteer network of local chapters, youth and food communities, we link the pleasures of the table with a commitment to protect the community, culture, knowledge and environment that make this pleasure possible.

Our mission is to inspire individuals and communities to change the world through food that is good, clean, and fair for all.

Slow Food USA's chapters inspire and gather people who care about what we buy, eat, and enjoy; and who believe that our everyday choices impact our environment, economy, and culture.

We protect and celebrate

- the pleasure of a shared meal
- food traditions
- farmers, ranchers, fishers, and food laborers
- markets, restaurants, and food artisans
- the environment
- animals
- heritage food traditions

ABOUT THE 2015 ANNUAL CHAPTER REPORT

This chapter report offers a snapshot of local chapters and what they accomplished in 2015. To collect this information, the Slow Food USA national office notified all chapters in the beginning of November 2015 that the time was coming to complete and submit the chapter survey. Submissions were accepted through the first half of 2015. Chapters that did not complete and submit a survey are not included in this report. Not all chapters answered every question, so the data is solid but not perfect. Thank you to everyone—116 chapters—who took the time to respond! Your efforts helped make this report as accurate as possible.



CHAPTERS BY THE NUMBERS

Slow Food USA has 127 active local chapters. This chapter report offers an overview of local chapters and what they accomplished in 2015.

Average Size of Chapters:

- People on a chapter email list: 1,100
- People who learned of Slow Food for the first time in 2015 through a local chapter: 664
- People (total) who attended a single chapter's 2015 events: 754

Average Individual Chapter Revenue:

- From fundraising events: \$6065
- From solicited donors: \$2927
- From grants: \$1338
- Other: \$2629
- Total: \$10,956

Revenue raised in 2015:

- 44 chapters reported \$0–\$2000
- 30 chapters reported \$2001–\$10,000
- 17 chapters reported \$10,001–\$30,000
- 11 chapters reported \$30,001–\$50,000
- 2 chapters reported \$50,001–\$100,000
- **1 chapter reported \$120,662!**

Social media in 2015

- 92% of chapters reported a web address
- 95% had Facebook fans, with an average of 1,318 per chapter
- 55% used a Twitter handle, with an average of 2,223 followers

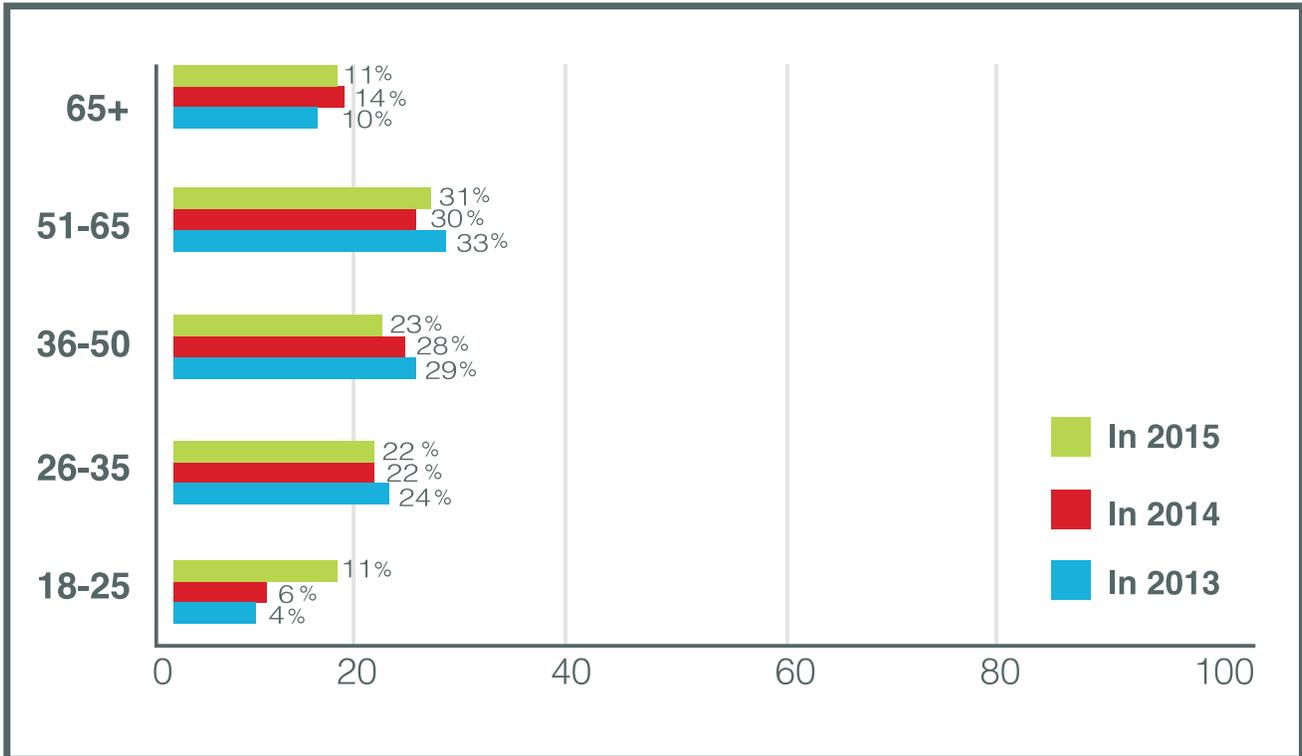
110 CHAPTERS IN GOOD STANDING • 127 TOTAL ACTIVE CHAPTERS



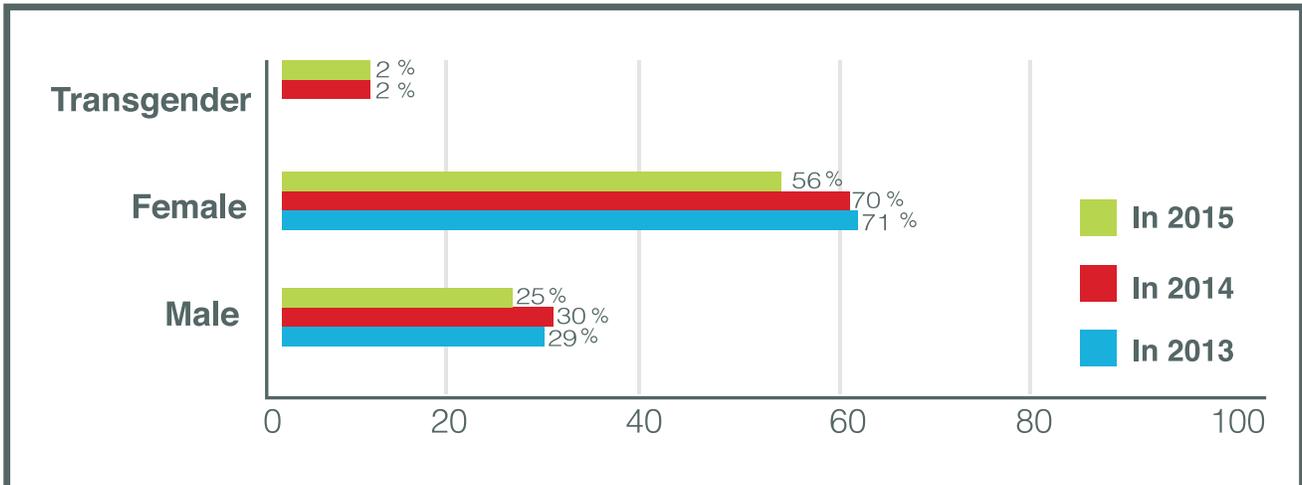
CHAPTER DEMOGRAPHICS

Slow Food USA's survey asked about the age, gender, income, race & ethnicity, and residence of 2015 chapter leadership. Below is the data, contextualized with the survey results from 2013 and 2014. (All data is shown in percentages. The percentages may not add up to 100% because some of the categories are not mutually exclusive and some numbers were rounded.)

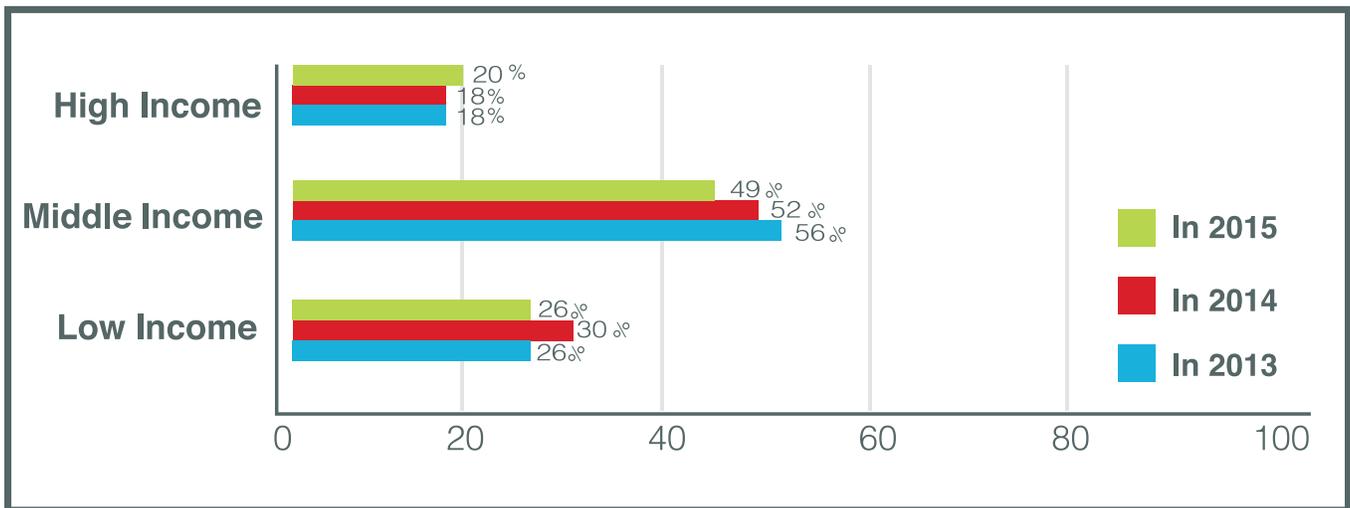
AGE:



GENDER:

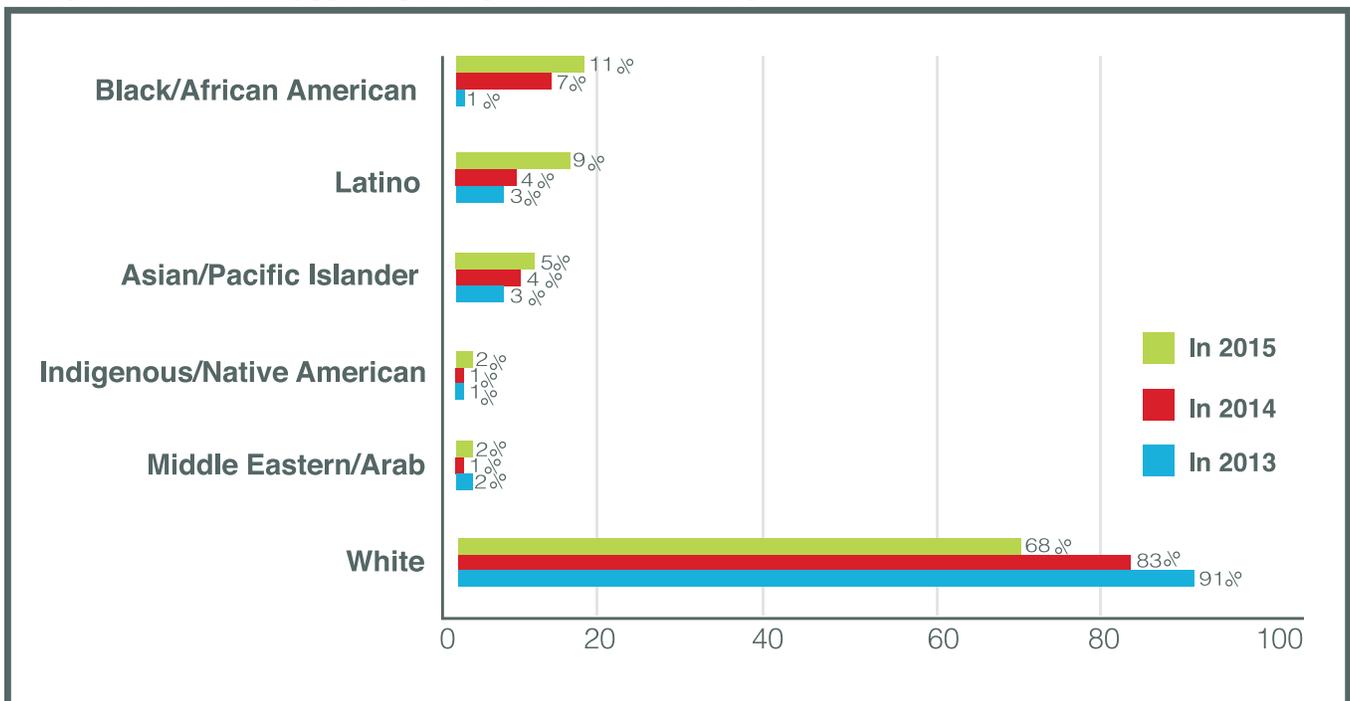


HOUSEHOLD INCOME PER YEAR:



Low income is defined as under \$50,000; middle income is defined as between \$50,000 and \$120,000; and high income is defined as over \$120,000.

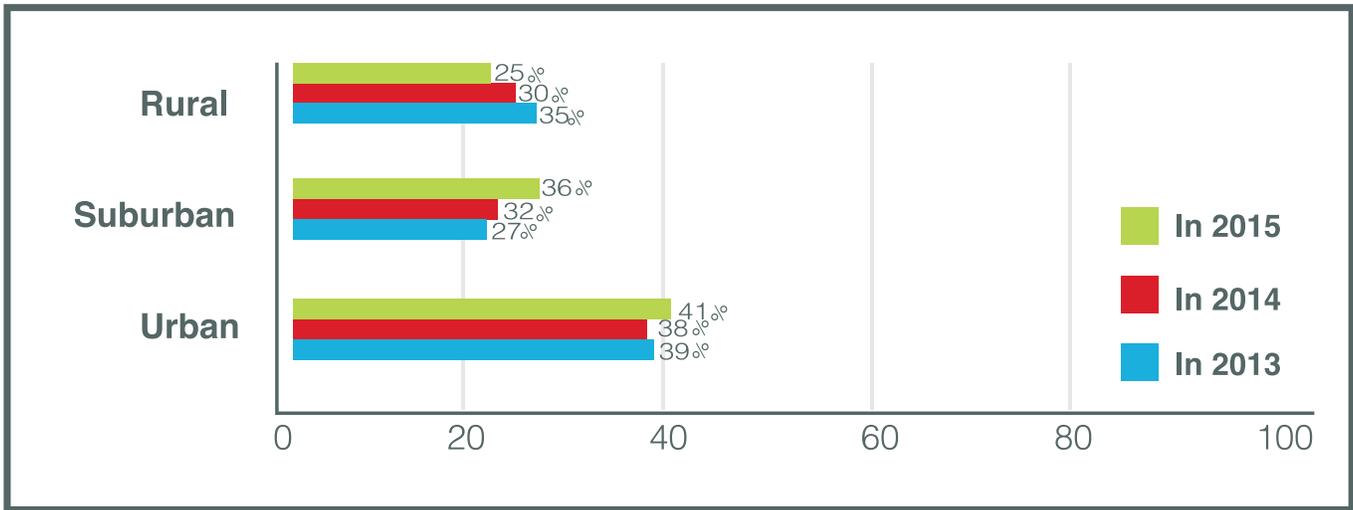
RACE AND ETHNICITY OF BOARD MEMBERS:



In terms of race and ethnicity, the chapter leadership teams have become more inclusive in recent years. Demographic numbers for 2015 show that our network is becoming more representative of the U.S. population. We applaud and encourage chapter efforts to foster diversity.



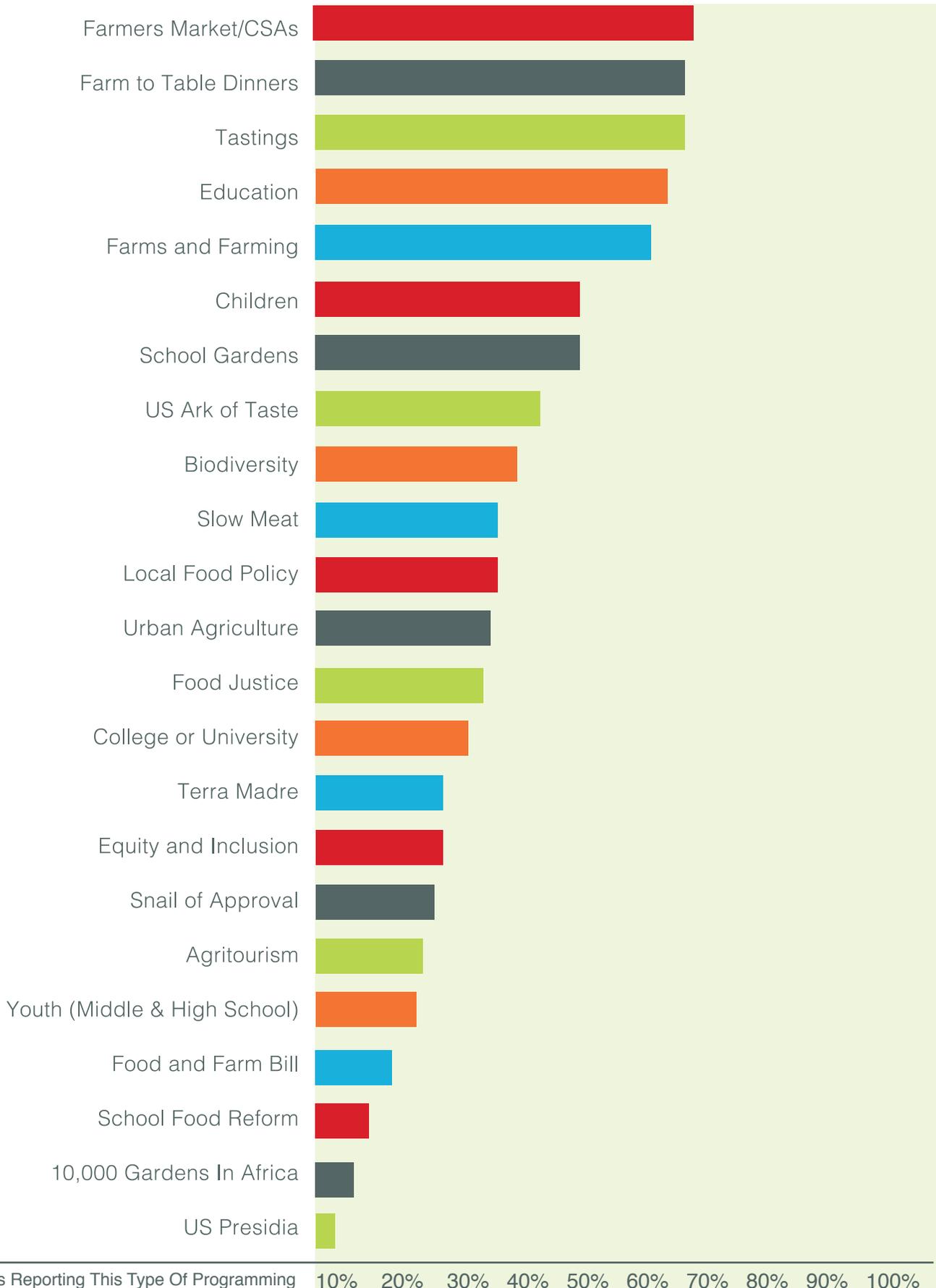
RESIDENCE:



WHAT LOCAL CHAPTERS DO

INSPIRE • GATHER • PARTNER • CAMPAIGN

Here's a look at the gatherings and programs offered by local chapters in 2015:



Ark of Taste & Biodiversity

The Ark of Taste inspires people to explore their edible landscapes and become guardians of biodiversity in their own lives. Here are some highlights of chapters' Ark of Taste and biodiversity programs and events in 2015:

Slow Food Corvallis (Oregon) presented a free event called **Wild and Native Foods** in October. Chapter leaders **gathered and processed local wild foods** from the spring through the fall. Foods included nettle soup, roasted camas, pemmican, acorn flour patties, fiddleheads, elk meat, salmon, huckleberries, salal tea, and salal leather. The program began with a lecture and presentation by ethnobotanist Duncan Thomas, who described the use of wild foods in this area over the centuries. A tasting of all the food items that had been prepared came next. Some were delicious, some a challenge to the palate, but all increased appreciation of how difficult it is to live off the land without cultivating crops.

Slow Food O'ahu (Hawaii) offered four **urban foraging adventures** led by local expert Dr. Nat Bletter. Participants enjoyed learning about the edible plants in their immediate environment and about Slow Food Oahu. The foragers, amazed by the abundance and variety of foods available in urban settings, learned how to better use food resources already growing in their cities and learned that foraged foods are the ultimate slow food—grown naturally, eaten during season, and harvested by the consumer. The event inspired participants to **bring more wild foods back into our diet**.

Slow Food St. Louis (Missouri) continued the **Garlic Crop Sourcing Project** for a second year. In celebration of garlic's incredible diversity, with over 600 known varieties, Slow Food St. Louis has gathered 200 varieties and encourages people throughout the region to grow garlic. The project's goals are to create a shared harvest, to expand the local biodiversity of garlic grown and consumed in St. Louis, and to build capacity for local garlic markets. Growers reported back and shared bulbs as the second season's planting began. The chapter distributed more than 300 pounds of seed garlic to farms, community gardens, schools, and home gardeners and is documenting which heirloom varieties are doing well regionally and which are not.

Slow Food California, Sonoma County North is at the helm of the **Bodega Red Potato Project**. This Chilean potato was planted in the 1840s in the fields around Bodega and Tomales Bay. It provided sustenance for Gold Rush miners, inspired squatter wars, and made the area the potato capital of California. Functionally extinct from neglect in the early 2000s, the chapter boarded it on the **Ark of Taste**. The chapter promotes the Bodega Red through education, sale of seed, and tasting events, with the result that this potato is now available at farmers markets, school gardens, and private gardens across the West. The chapter sold 1600 pounds of seed potatoes in 2015. The sale will be an annual event.



GATHER

Farmer's Markets, Farm to Table Dinners, Tastings, National and International Gatherings, and More

Gathering in person to enjoy the Slow life is at the heart of Slow Food's mission. Our survey shows that 80 percent or more of local SF chapters host markets, dinners, and/or tastings. Here are just a few of the many wonderful, creative, convivial chapter gatherings in 2015.

Slow Food Coastal Georgia partnered with the Brunswick International Seafarers to provide a Southern-style holiday meal to seafarers from India. They made dinner for the crew of the African Harrerer. The crew was so appreciative that they asked their hosts to come aboard the ship and cooked a traditional Indian meal for them. They have been asked to come back to prepare meals and connect with other seafarers.

Slow Food North Shore (New York) hosted its third annual Film & Food Festival. They partnered with a local cinema to present short movies on food production, consumption, and waste to the community. The films were followed by expert speakers and Q&A sessions. Chapter volunteers prepared and served a convivial dinner, offering locally sourced products and produce, to accompany each film. Funds raised at the event paid for ten raised beds for the Wyandanch Middle School's Garden Program.

Slow Food Beaumont (Texas) established a mobile produce market, "Get Fresh Beaumont," partnering with a business class at Lamar University to provide access to fresh food for residents of Beaumont food deserts. Using student research, they earned a \$5000 grant from Capital One. A local church held a garage sale to support the effort. They held two markets in a church parking lot, selling over 300 pounds of produce at less than half retail price. Slow Food Beaumont says the project strengthened their resolve to fight for food justice.

Good News from Africa

Slow Food Detroit hosted Slow Food International's vice president and the architect of the 10,000 (!) Slow Food Gardens in Africa project, Edie Mukiibi, as part of his five-city "Good News from Africa" tour. Mukiibi did a lot during his visit:

- Shared good news, as well as shared struggles, from Africa
- Toured community-based agriculture projects
- Enjoyed the "30 Americans" exhibit featuring African American art at the Detroit Institute of Arts
- Received a testimonial resolution from the Detroit City Council, becoming an official part of Detroit's recorded history
- Visited the Timbuktu Academy of Science and Technology, where he was honored by the Food Warriors—each about 9-11 years old—who studied Uganda in preparation for his visit, performed Uganda's anthem, and proudly each received a snail pin



PARTNER

School Gardens

Slow Food's local chapters do amazing work by partnering with schools to empower children to become informed eaters and to grow up to positively influence the larger world of food and farming. Here are some highlights of chapters' school garden programs in 2015:

Slow Food Land & Sea (Friday Harbor, Washington) is now in the sixth year of a contract with San Juan County to create and maintain a learning garden on county land. Land & Sea created opportunities for local school kids to work in the garden with chapter volunteers. Garden managers developed an ongoing relationship with 7th- and 8th-grade Friday Harbor Middle School students, who worked in the garden with Land & Sea volunteers. High School students participated in garden projects as part of Friday Harbor High School's community service class. Two recent student projects include creating a woodchip public path across the entire garden lot and, in partnership with the San Juan Community Garden, setting up a greenhouse in the island's agricultural valley, with one of six beds always available for nonprofit and school use. Land & Sea also works with the county juvenile justice system, offering mentored work opportunities in the garden to youth involved in the system.

Slow Food Tennessee Valley (Tennessee) was awarded its first grant focusing on kids and local food in 2015. With the funds, they formed and financially supported a school garden in their community. Slow Food members volunteered during the rehab and planting stages. The chapter also hosted an outdoor movie night featuring *Fed Up*, a movie focusing on sugar's role in childhood obesity, and hosted field trips for lower-income school children to the Center for Urban

Agriculture. The students enjoyed the locally sourced restaurant meal SFTV provided—and were just as amazed by the natural ham as they were a tomato; many had never seen either!

Slow Food Prescott (Arizona) developed an extensive school gardens program, going from no schools to fifteen schools in 2015. The chapter supported school gardens around the city with resources provided by Chipotle, as well as through work parties and by paying summer water

Fundraising

Slow Food USA sends a special shout-out to the chapters who have done a wonderful job of fundraising, especially for school gardens, and of distributing funds locally. Chapters have partnered with local groups, donors, national foundations such as the Joshua Levine Memorial Foundation, corporations such as Chipotle and Capital One, and others to raise funds, which are then used to fund Slow Food Master Farmer interns who oversee school gardens, to offer micro- and mini-grants to school gardens, and to keep kids digging in the dirt!

They stimulated synergy among schools with school garden meetings, showcases, school tours, and work parties. They visited and assessed all schools in the greater Prescott area and hosted a visit from Slow Food USA's National School Garden Program.



CAMPAIGN

Slow Meat

Slow Meat is an international campaign and recurring event that brings together diverse people to turn the herd away from the tyranny of cheap meat and toward a food system that is good, clean, and fair for all. The chapters have taken up the Slow Meat campaign in earnest. Here are some highlights of chapters' Slow Meat events in 2015:

Slow Food Eugene (Oregon) had its first Slow Meat & beer event, called Farm Tap Table. Members and guests enjoyed a feast created by the area's top chefs using Ninkasi beer's spent grain and grass-fed beef cattle. The menu spotlight was beef finished with Ninkasi spent grain; it concluded with a Ninkasi Stout and local Red Wagon Creamery ice cream float. Keynote speaker, Dr. Stephen Neel of Oregon Natural Meats, shared his passion and mission to supply locavores with high-quality natural meat products for restaurant, retail, and consumer use, employing sustainable farming practices such as upcycling and reusing natural resources that would otherwise be destined for the commercial landfill.

Slow Food New Orleans (Louisiana) has been working to connect the Slow Fish and Slow Meat initiatives. The gulf fishery, one of the world's largest and most diverse, is imperiled by upriver industrial agriculture and meat production, which produces runoff that creates the world's largest anoxic dead zone along the coast of Louisiana. SFNO sent delegations to Slow Fish in Genoa and Slow Meat in Denver. They also presented the panel/workshop "Slow Fish 'Meats' Slow Meat" at the Farm to Table Symposium in New Orleans in August, hosted a Slow Meat Boucherie in September, and planned Slow Fish 2016 (complete with a seafood boil and Cajun boucherie!). Leaders say, "We continue to tell our stories and challenges through the amazing food cultures of this vital and fragile region."

Slow Food Hudson Valley (New York) ran a two-part Slow Meat event. At the first event, a master butcher demonstrated how to carve a side of pork produced by a local farmer. Attendees also received information about how to obtain locally raised meat, from individual cuts to whole animals. Part two of the event centered on curing pork and making fresh sausage. The attendees each cured a pound of pork belly under the direction of an expert chef and cured-meat expert and received information on how to finish the process and create pancetta. The attendees also made fresh sausage, and everyone enjoyed cooking and tasting it! They also shared cooking methods for lesser cuts of meats—all parts of the animals, from snout to trotters.



CHAPTER PRIORITIES

Local chapters determine their own top priorities for each year. Below are the top five responses, with sample quotes from individual surveys, that were identified for 2015.

BOARD, LEADER, CHAPTER, MEMBERSHIP DEVELOPMENT

“Refocus our priorities based on Slow Food philosophy” —Slow Food Colorado Springs

“Board development and expansion from an advisory board to an activist board” —Slow Food Atlanta

“Build an empowered membership” —Slow Food Ventura County

EVENTS: FESTIVALS, WORKSHOPS, DINNERS, ETC.

“Host fun events such as our ‘Freeze Fest’ ice cream festival in August, and a bread baking workshop in November” —Slow Food Beaumont

“Hold a wide variety of events at different price points to attract a diversity of participants” —Slow Food Northern New Jersey

EDUCATING/RAISING AWARENESS OF SLOW LIFE, SLOW FOOD, ETC.

“Educate and encourage people to grow their own food through workshops and seed distribution” —Slow Food Seacoast

“Conduct our annual farm tours in an effort to educate the public about local, sustainable farming practices” —Slow Food Katy Trail

“Gardening Awareness: seed saving, native edible plants, seed libraries, home chicken coops and gardens” —Slow Food Prescott

YOUTH: SCHOOL GARDENS, COOKING, AND HEALTH

“Continuing our Harvest-of-the-Month programs at two local elementary schools” —Slow Food Katy Trail

“Financial and physical support of local Farm to School Programs. Food Education” —Slow Food Whidbey Island

“Grow our Youth Culinary Project to have a greater impact on young people in our community” —Slow Food in the Tetons

FARMERS AND PURVEYORS: MARKETS, GROWERS, RESTAURANTS, ARTISANS

“Support local chefs and artisans” —Slow Food Maumee Valley

“Creating opportunities for our followers to connect to farmers and restaurants that focus on good, clean, and fair food” —Slow Food North Louisiana

“Support local farms in need due to devastation from weather events” —Slow Food Austin



WHERE WE ARE GOING

Slow Food USA takes inspiration from the work of our local chapters as we plan for the future. Recognizing the centrality of convening communities of all scales around good, clean, and fair food, two important gatherings were on the horizon as this report was completed.

Terra Madre Salone del Gusto 2016

For the first time, chapters in good standing were each able to choose two delegates to this biennial gathering of Slow Food's international community. In September 2016, over 300 delegates from the USA gathered in Turin, Italy, for Terra Madre Salone del Gusto. Of these, 46 represented the leadership team of their local chapter, and 30 were selected by their local chapter to represent their food community at this international gathering.

Slow Food Nations 2017

Slow Food Nations will gather leaders and eaters, farmers and chefs, educators and families for a weekend of tastings, tours, and talks in July 2017. For three days, Denver, Colorado will become the center of the North American food universe. Innovation meets tradition during exciting culinary workshops, seminars, dine-around dinners, tours, informal eating and drinking, and a grand tasting hall. Local chapters will have a special role to play in this national gathering ... stay tuned!



The Slow Food USA national office defines a chapter as "in good standing" if it

- is up-to-date on tax filings
- complies with chapter guidelines as outlined in the Chapter Handbook
- files an annual report for the chapter

An "active" chapter is one that responds to inquiries from the national office. Chapters that do not communicate in any way with the national office but whose EIN is still valid are considered "inactive." In 2015, there were 126 active chapters, of which 110 were in good standing as of April 2015. Another 54 chapters were inactive.

