

**TERRA**  
**MADRE**

2020

Salone del Gusto

October 8-12  
Turin  
Lingotto Fiere



Slow Food®

selection  
criteria  
for exhibitors

<b>Introduction</b> .....	<b>1</b>
<b>General rules</b> .....	<b>2</b>
<b>Animal products</b>	
Milk, cheese and dairy products .....	4
Meat, charcuterie and processed productsi .....	5
Fish and seafood products .....	6
Honey .....	7
<b>Cereals, flour, and derivatives</b>	
Flour .....	9
Bread .....	10
Baked goods and sweets .....	11
Dried pasta .....	12
Fresh and filled pasta .....	13
Rice .....	14
<b>Fruit, vegetables and derivatives</b>	
Fruit and vegetables .....	16
Fruit and vegetable preserves .....	16
Extra virgin olive oil .....	17
Oils and vegetable fats .....	17
<b>Chocolate, coffee, tea and infusions, salt</b>	
Chocolate and cacao-based products .....	19
Coffee .....	19
Tea and infusions .....	20
Salt .....	20
<b>Wine, vinegars, beer, spirits</b>	
Wine .....	22
Vinegars .....	22
Beer .....	23
Spirits .....	23



# INTRODUCTION

Terra Madre Salone del Gusto, Cheese and Slow Fish are the main showcases for the Slow Food network: its activities, projects, policies and international campaigns. It is therefore essential that the Market producers be ambassadors of Slow Food and that they present products that are in line with the good, clean and fair philosophy and the international campaigns of Slow Food.

- for the defense of biodiversity, the promotion of eco-friendly agroecological practices, the protection of soil fertility, good water management, the protection of the landscape, respect for animal welfare, transparency with consumers, the defense of raw milk and the promotion of sustainable fishing practices;
- against the excessive use of synthetic chemicals in agriculture (fertilizers and pesticides); GMOs; the use of artificial additives, preservatives and colorings; food waste and the excessive use of packaging and disposable, single-use containers.

These guidelines are subject to continuous revision, in order to make them as useful as possible to producers, and to keep them in line with Slow Food principles.

# GENERAL RULES

- The Markets of Terra Madre Salone del Gusto, Cheese, Slow Fish and the Earth Markets are exclusively for food producers. However, retailers are not allowed to display or sell their products. The products presented must always be produced by the producers themselves, save for some specific exceptions. For some product categories, affineurs (agers of cheeses or cured meats, for example) will be allowed. The event's organizers will evaluate the possibility of granting exceptions to this rule for specific cases (for example selectors or retailers within the organic or fair-trade circuit, or others involved in virtuous distribution projects).
- Products must not contain GMOs.
- The packaging of the products must be minimal, easily broken down, biodegradable or recyclable.
- During the event days, exhibitors cannot use plastic plates, cutlery or glasses, only objects biodegradable or made from natural materials (wood, glass, plant fibers, etc.).
- Those who participate must describe their work in as much detail as possible: either on the label (ideally a narrative label) or on a display at the stand.

All guidelines are binding. It is up to producers to guarantee their compliance and to report any and all incidences of non-compliance to the event organizers. The event organizers may grant exceptions as they see fit.

# ANIMAL PRODUCTS





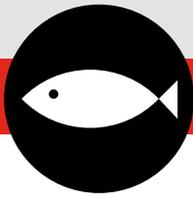
## MILK, CHEESE AND DAIRY PRODUCTS

- The animals' diet must be GMO-free.
- Cheeses and dairy products must be made from milk from farms with high animal welfare standards.
- Cheeses and dairy products must be made from milk produced by the company or bought locally from farms that participate in supply chain projects.
- All cheeses must be made from raw milk.
- Cheeses must be made using animal or plant rennet.
- Cheeses that have undergone chemical treatments of the rind or smoking with liquid smoke cannot be sold. Traditional treatments (tomato, wax, paraffin, oil, grappa, charcoal, ash, etc.) are allowed.
- Products containing artificial preservatives, additives and chemical colorings cannot be sold.
- Products flavored with artificial flavorings (for example truffle flavoring) cannot be sold.
- Products made from the milk of animals whose diet is primarily pasture-based, or at least with a high percentage of grass/hay, will be given priority.
- Companies that produce cheese without the use of artificial chemical starter cultures will be given priority. Priority will be given to producers of cheeses made without starter cultures, followed by those who produce cheeses with self-produced starters (milk starter, whey starter).
- Companies that produce cheeses using milk from local breeds will be given priority.



## MEAT, CHARCUTERIE AND PROCESSED PRODUCTS

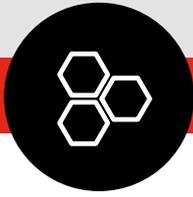
- The animals' diet must be GMO-free.
- Products must be produced using meat from animals born, reared and slaughtered in the same country where the meats are processed.
- Products must be made with meat from animals reared with respect for their welfare.
- Products which contain whey, caseinates or milk derivatives cannot be displayed and sold.
- The sale of foie gras and other products deriving from the farming of geese and ducks using force feeding or assisted feeding is not allowed.
- Priority in the selection process will go to companies that produce cured meats without nitrates and nitrites.
- Priority in the selection process will be given to companies that produce cured meats using meat from farms where the animals are raised in wild or semi-wild conditions or from native breeds.
- Cured meats using natural casings or casings made from natural fibers will be given priority.
- Priority will go to companies with organic certification.



## FISH AND SEAFOOD PRODUCTS

- Bluefin tuna, swordfish, eel and cod, either fresh or preserved cannot be sold – unless the fish comes from fishing zones where stocks are not at risk of extinction\* or from sustainable projects such as the Presidia or other projects in which the fishers are actively committed to resource management and repopulation.
- Fish products from intensive aquaculture may not be displayed and sold, in particular the farmed fishing of carnivorous species (like salmon or bluefin tuna) or for the purpose of making feed for other animals is strictly prohibited. However, small-scale aquaculture of herbivorous or native fish species is encouraged, especially as part of an integrated model of sustainable development.
- The sale of wild algae or small-scale traditional cultivated algae is permitted where it is integrated into a sustainable coastal development model.
- Fish roe may be sold only if it comes from farms which meet the requirements of these guidelines or from wild stocks that are not at risk of extinction\*; and only if the rest of the fish is also sold, or transformed into other products.
- The FAO zone of origin must be clearly indicated on the products as well as the type of fishing used, which must be highly selective in order to reduce by-catch.
- Fish and seafood products must be made using species captured in the production zone.
- Secondary ingredients of preserved products must be natural, of high quality and, wherever possible, of local origin.
- Products that use synthetic preservative, additives, coloring or any other synthetic chemicals are not allowed, nor is the use of artificial aromas.
- Products stored in oil must bear an indication of the type of oil used, which must abide to the guidelines in the paragraph on “Oils and vegetable fats”.
- Priority will go to companies that process multiple species, and particularly to companies that process species with a short life cycle.
- Priority will go to small-scale fishers who process the whole fish in order to eliminate waste.

*\* To evaluate the level of risk for each fish stock, Slow Food works on a case-by-case basis, using the Slow Fish network and the [FishBase.se](https://fishbase.org/) database (a global biodiversity information system on finfishes) as its consulting references.*



## HONEY

- Only mixed-flower honey (not deriving from a blend) and single-flower honey from a clearly-indicated production area can be displayed and sold.
- Pasteurized honey cannot be displayed or sold.
- Honey that has been heated to slow crystallization cannot be displayed or sold.
- The use of antibiotics is not allowed. The only treatments allowed are organic acids (formic acid, lactic acid, oxalic acid) and essential oils (thymol, menthol, eucalyptol).
- Honeys from hives where the bees are given protein-rich foods like soy or powdered milk cannot be displayed and sold. For emergency feeding only pollen, honey or sugar are allowed.
- Priority will go to companies with organic certification.

# CEREALS, FLOUR, AND DERIVATIVES





# FLOUR

- Flours milled from genetically modified grains and commercial hybrids cannot be displayed and sold.
- Only flours milled from grains whose origin is known and indicated can be displayed and sold.
- Wholemeal flours can be displayed and sold if they are milled from the whole grain and are not made from white flour with the addition of bran.
- Flours containing milk or milk by-products, vitamins, acidifiers, antifungals, thickeners, gelling agents, stabilizers or other chemical products used as preservatives and to improve the flour's technical characteristics cannot be displayed and sold.
- Self-raising mixes for pizza, cakes and desserts and flours cannot be displayed and sold.
- Priority will be given to flours milled from grains of local origin or traditional varieties.
- Priority will go to companies with organic certification.



## BREAD

The rules regarding bread are valid not just for those who sell bread, but also for exhibitors who sell sandwiches, canapés, or other preparations containing bread.

- Any bread on display and for sale must be made using flours which conform to the guidelines above.
- Only bread made with natural leavening (sourdough) can be displayed and sold. A small percentage of brewer's yeast to activate or improve the leavening is allowed.
- Products made from reworking frozen or partially cooked dough cannot be displayed and sold.
- Bread made with bread-making improvers and aids, artificial additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."
- Bread containing refined oils or lards or other surrogates for ingredients of higher quality (for example olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.
- Only bread preserved naturally can be used, displayed and sold.
- Priority will be given to bread made from grains of local origin or traditional varieties.
- Priority will go to companies with organic certification.



## BAKED GOODS AND SWEETS

- Any baked goods or sweets on display and for sale must be made using flours which conform to the guidelines above.
- The ingredients that characterize the product (chestnuts, walnuts, olives, etc.) must be of local origin. If they cannot be sourced within the historic area, they must come from within the region or a neighboring region, with the exception of ingredients that necessarily and historically come from further away, such as sugar, salt, vanilla, cacao, coffee, pistachios, etc., depending on the country.
- The minimum standard for eggs is outdoor free-range (category 1). Priority will go to eggs from organic agriculture (category 0).
- Baked goods and sweets containing frozen eggs cannot be displayed and sold.
- Baked goods made using bread-making improvers and aids, additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."
- Baked goods and sweets containing refined oils or lards or other surrogates for ingredients of higher quality (for example olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.
- Only baked goods and sweets that are preserved naturally can be displayed and sold.



## DRIED PASTA

- Dried pasta on display and for sale must be made using flours which conform to the guidelines above.
- Dried pasta made using additives, production aids, colorings and artificial and nature-identical flavorings cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."
- Priority will go to companies that are responsible for the whole production chain, from grain cultivation to pasta production.
- Priority will be given to producers whose products contain certified organic ingredients.
- Priority will go to pasta shapes with a connection to local tradition, and for durum-wheat dried pasta, the use of bronze dies for cutting.



## FRESH AND FILLED PASTA

- Fresh and filled pasta on display and for sale must be made using flours which conform to the guidelines above.
- Only fresh pasta made entirely in the company's own facilities can be displayed and sold.
- Fresh pasta and any fillings made with additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."
- Products containing refined oils or lards or other surrogates for ingredients of higher quality (for example olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.
- The minimum standard for eggs is outdoor free-range (category 1). Priority will go to eggs from organic agriculture (category 0).
- Priority will go to pasta shapes with a connection to local tradition.
- Priority will go to companies that are responsible for the whole production chain, from grain cultivation to pasta production.
- Priority will be given to producers whose products contain certified organic ingredients.



## RICE

- Only rice grown by the company can be displayed and sold.
- The cultivation must be sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Rice that has undergone whitening treatments with oil (Camolino rice), glucose and talc (coated or glazed rice) cannot be displayed and sold.
- Companies that display and sell rice varieties traditionally cultivated in their local area will be given priority.
- Priority will go to rice that is processed by the company.
- Priority will go to companies with organic certification.

# FRUIT, VEGETABLES AND DERIVATIVES





## FRUIT AND VEGETABLES

- The cultivation must be sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Only fruits and vegetables which haven't been treated with synthetic chemical substances after harvest may be displayed and sold.
- Priority will go to companies with organic certification.
- Priority will go to companies who promote species and varieties that are native and traditionally cultivated in their production zone can be displayed and sold.



## FRUIT AND VEGETABLE PRESERVES

- The minimum percentage of fruit in jams is 65%.
- In vegetable preserves, the minimum percentage of vegetables is 65%.
- Fruit and vegetable preserves that contain synthetic chemical ingredients, e.g. freeze-dried ingredients or synthetic flavorings, colorings, additives, supplements and processing aids, including artificial sweeteners, thickeners, gelling agents, emulsifiers, stabilizers, antioxidants, sulfites and zeolites cannot be sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, garlic, cinnamon, etc.) rather than the generic phrase "natural flavors."
- Secondary ingredients must be natural, of high quality, and, wherever possible, of local origin.
- Cooking must be done using techniques that safeguard the biological value and sensory quality of the starting ingredients.
- For dried products, the use of any chemical substances, including carbon dioxide, in the phase of conservation (both before and after packaging) is prohibited.
- Priority will be given to producers whose products contain certified organic ingredients.
- Products labels must indicate what types of oils were used.



## EXTRA VIRGIN OLIVE OIL

- Oils on display and sold must be produced using olives cultivated sustainably with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- The oil mill must be within the olive-growing area. If the location is not indicated on the label, it should be declared during the self-declaration phase.
- Priority will go to oil milled from olive cultivars that are native to the production area.
- Priority will go to companies with organic certification.
- For Italian oils, priority will go to companies selected in the Slow Food *Guide to extra virgin olive oils*.

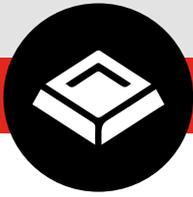


## OILS AND VEGETABLE FATS

- Only oils extracted by mechanical cold press can be displayed and sold.
- Oils on display and sold must be produced using olives cultivated sustainably with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Oils in which the provenance of the plant is not specified cannot be displayed and sold.
- A GMO-free certification is obligatory for soy and rapeseed oils.
- Priority will go to companies with organic certification.

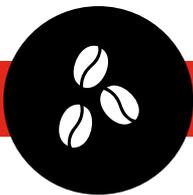
# CHOCOLATE, COFFEE, TEA AND INFUSIONS, SALT





## CHOCOLATE AND CACAO-BASED PRODUCTS

- In the case of dark chocolate, cacao beans must be the main ingredient of the finished product.
- The origin of the product (region, name of the producers and/or cooperative) must be clearly displayed.
- Products containing synthetic flavorings (e.g. vanillin), GM ingredients (e.g. GM soy lecithin), palm oil, coconut oil and generic vegetable oils (where the provenance is not given) cannot be displayed and sold.
- The cultivation of cacao must be sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- The main ingredient of cacao-based products cannot be sugar.
- Priority will go to chocolate made using cacao, whose ingredients come from Presidia, or that are on the Ark of Taste, or linked to Slow Food communities.
- Priority will go to “from bean to bar” products.



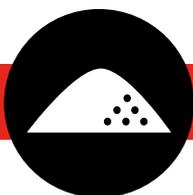
## COFFEE

- Single origin coffees may be sold. The sale of mixed-origin coffee will be evaluated on a case-by-case basis.
- The origin of the product (region, name of the producers and/or Cooperative) must be clearly displayed.
- The cultivation of coffee must be sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Priority will go to coffees linked to Presidia projects, those on the Ark of Taste or linked to the producers of Slow Food communities.



## TEA AND INFUSIONS

- The cultivation of tea and herbs must be sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Teas or infusions containing synthetic aromas cannot be displayed and sold. Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase “natural flavors.
- The product origin must be indicated.
- Priority will go to teas fermented using traditional methods, processed manually or using rolling rather than methods like CTC.
- Priority will go to companies with organic certification.

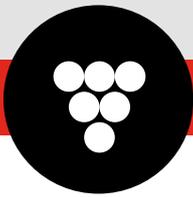


## SALT

- Only salt that has been harvested or extracted with respect for the environment and in decent working conditions can be displayed and sold.
- Priority will go to salts linked to Presidia projects, those on the Ark of Taste or linked to the producers of Slow Food communities.

# WINE, VINEGARS, BEER, SPIRITS





## WINE

- At Terra Madre Salone del Gusto, Cheese and Slow Fish individual wine-producing companies will only be allowed if they belong to a Presidium or other specific projects. Consortia that participate in Slow Food projects are also allowed.
- The producers must cultivate at least 70% of the grapes used in the production of their wines directly (with exemptions for some zones which have traditionally had a wide grape market like Madeira, Napa Valley, Southern Spain, etc.)
- The grapes must be cultivated sustainably with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- The use of inverse osmosis and physical methods of must concentration are not allowed. Furthermore, except for sparkling wines and varieties that are traditionally made with it, the use of rectified concentrated grape must or sugar is not allowed (depending on the country of production). The use of swarf, gum arabic or enzymes to aromatize wines is also not allowed.
- Wine must reflect its local terroir; for this reason priority will go to winemakers who promote their local grape varieties and yeasts.



## VINEGARS

- Only wine vinegars produced with the companies' own grapes can be displayed and sold.
- Only fruit vinegars produced with local ingredients, preferably grown by the company, can be displayed and sold.
- The raw ingredients must be produced using olives cultivated sustainably with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Only vinegars that are aged in barrels and acidified with a natural starter can be displayed and sold.
- Priority will go to wine vinegars made using traditional grape varieties.
- Only traditional balsamic vinegar, which follows the specifications for traditional balsamic vinegar production, can be displayed and sold.
- Balsamic condiments cannot be displayed and sold.



## BEER

- Beers made using genetically-modified malt cannot be displayed or sold.
- The labels must clearly indicate all ingredients used and the treatments used.
- In the case of Beer Firm (beer companies that produce beer without owning their own brewing equipment), it will be necessary to indicate the facility where the beer was produced.
- Priority will go to producers who clearly indicate the following: type and provenance of the malts used, type and provenance of hops used, type and provenance of any other added ingredients.
- Breweries that produce beers in historic local styles, where they exist, will be given priority.
- Beers made using organically-cultivated ingredients will be given priority.
- Priority will be given to breweries that conduct experimental research activity and those that develop partnerships in their local areas (for example regarding suppliers or distribution)
- For Italian beers, breweries listed in Slow Food Editore's Birre d'Italia guide will be accepted, with priority going to breweries that have received recognition (priority will go to any recognition received by the brewery, then those assigned to individual beers).



## SPIRITS

- No ingredient may come from genetically-modified crops.
- Spirits produced ideally using local ingredients (including ingredients used for infusions) can be displayed and sold, with preference given to those based on local traditions. Exceptions are possible when certain ingredients are not locally available. In all cases the main ingredients must be indicated.
- Spirits containing synthetic products such as flavorings, colorings and sweeteners cannot be sold.



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