

**DID YOU KNOW THAT
FAST FOOD IS DANGEROUS TO YOUR
HEALTH?**



**WHAT SHOULD WE EAT, INSTEAD,
TO STAY HEALTHY?**

**WE SHOULD
SLOW DOWN
AND CONVERT TO
SLOW FOOD
PHILOSOPHY**





WHAT IS SLOW FOOD?

Slow food is a non-profit, ecogastronomic organization that began in Italy with the foundation by Carlo Petrini of its forerunner organization, Arcigola, in 1986 to resist the opening of a McDonald's near the Spanish Steps in Rome.



The international SLOW FOOD movement was officially founded in 1989 to counteract: fast food and fast life, the disappearance of local food traditions and people's weak interest in the food they eat, where it comes from, how it tastes and how our food

choices affect the rest of the world and to defend biodiversity in our food supply. The movement has expanded, including over 100.000 members in over 132 countries and organizes fairs, events, world meetings in every country, publications. Besides, since 2004 SLOW FOOD has opened a University of Gastronomic Sciences whose goal is to promote awareness of good food and nutrition. The SLOW FOOD movement includes a series of objectives within its mission, as the:

- Development of an “Ark of Taste” for each eco-region, a project that safeguards local culinary traditions and foods in danger of extinction;
- Preservation and promotion of local and traditional food products;
- Promotion of “taste education”;
- Organization of small-scale processing and short run products;
- Education of consumers about the risks of fast food and of monoculture;
- Encouragement of ethical buying in local marketplaces;
- Lobby against the use of pesticides, genetic engineering.



SLOW FOOD PHILOSOPHY

We believe that everyone has a fundamental right to pleasure and consequently the responsibility to protect the heritage of food, tradition and culture that make this pleasure possible. Our movement is founded upon this concept of eco-gastronomy – a recognition of the strong connections between plate and planet. Slow Food is good, clean and fair food. We believe that the food we eat should taste good; that it should be produced in a clean way that does not harm the environment, animal welfare or our health; and that food producers should receive fair compensation for their work. We consider ourselves co-producers, not consumers, because by being informed about how our food is produced and actively supporting those who produce it, we become a part of and a partner in the production process.

