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News



Lavazza's "Earth Defenders"

Italian coffee maker Lavazza and Slow Food have teamed up to help the women and men that farm in Africa: these "Earth Defenders" are the subjects of the photos of the 2015 Lavazza Calendar, authored by Steve McCurry and with Armando Testa as Creative Director. The 12 portraits include Nadia, a proud defender of Moroccan oil of Argan, John, paladin of Lare pumpkins in Kenya, and Asnakech, a sentinel for the coffee plantations of Ethiopia, and are currently being shown at the Salone del Gusto in Turin. The last image of the calendar is dedicated to the young pupils of the school of Father Peter, in Tanzania, throwing coffee seeds in the air as a sign of a better future.



SMS

Martina's four challenges

Italian Minister for Agriculture Maurizio Martina was present at the inauguration of the 2014 Salone del Gusto, and he commented on those he called the "four challenges" of Italian agriculture: "Agriculture and food are two of the few sectors that are still in the green, but there are issues, both in Italy and in Europe. In order to strengthen them, then, there are four themes to tackle. First, we must guarantee revenue and jobs in a world of small businesses: then comes the organizational part, because innovation is fundamental. Then there's uniqueness, which comes from our incredible biodiversity. Finally, there's the generational issue: just 5% of those who work in these sectors are under 35 years old, and this does not go well with a perspective that looks beyond the short to medium term".

Report

OIV's first forecasts

According to the latest round of forecasts coming from OIV, worldwide wine production, not including juices and musts, should reach 271 million hectoliters, a 6% drop over 2013. France has become the top producing country once more, with 46.2 million hectoliters and a 10% growth year-over-year, Italy has dropped 15%, to 44.4 millions, and Spain has gone back to an average production (37 millions) after the 2013 record of over 45 million hectoliters.



CONSORZIO PROMOZIONE
CARIGNANO DEL SULCIS

CAMPAGNA FINANZIATA
DALLA REGIONE SARDEGNA
REGOLAMENTO N. 1234/07

First Page

Current food system "criminal", Petrini says

"People and food communities should come first. Then comes the free market, if rules change. The current situation is not sustainable, it's an old way of seeing things: it's wrong, and it's criminal". This is the opinion of Carlo Petrini, President of Slow Food, as he told it to WineNews during the opening of the 2014 edition of the Salone del Gusto in Turin (Oct. 23-27th). The event, during its 10 editions, from 1996 to today, has become a staple of the international debate on food and nutrition - as is demonstrated by the many letters and messages that have come from the likes of Pope Francis and First Lady Michelle Obama. The current edition is dedicated to family-sized agriculture, as Petrini stressed many times: with the current "return to the land" of younger generations, it identifies the community of "Terra Madre" and growers as one of the cornerstones of a way out of a crisis "that has reached its seventh year, and that has taken the world by storm because it's not only an economic of financial one, but one of values. The current logic, and its paradigms, must change, by rejecting waste and the point of view that sees food as a commodity. The current system doesn't give any value or dignity to food". Regarding the 2015 Expo, Italian minister for Agriculture Maurizio Martina has invited all to visit Milan next year, but also "to help us bring the problem of food, and world hunger, at the very center stage of the Expo". But the Expo, according to Carlini, still lacks "a soul": "Italy should welcome the global community not for its products, but for its values. I am Italian, and I want Italy to hold its head up during the Expo, but not in order to get some easy praise regarding our welcoming: I want the foresight needed to see the Expo as a political discussion - in this case, about biodiversity, about exchanges between peoples, about hunger and about the dignity we must give back to the world of growers, about the problems of those citizens that are undernourished or overfed, for a world that wastes food like there's no tomorrow. If the Expo will be the public square where this will be discussed, good. If not, our structures might look good, but we'll not leave our mark in history".

Focus

The mission of the "Farinetti Expo"

"Our task at the Expo will be to narrate Italian biodiversity: with agriculture and food, with Eataly (and with 20 restaurants, one per region, and 120 others in rotation), with landscapes (we'll show more than 9.000, together with Slow Food's Pollenzo University), and from a human perspective, with writer Alessandro Baricco's Holden School and art critic Vittorio Sgarbi (who is looking for 100 works of art to bring to Milan, but 50 would suffice)". This is how Oscar Farinetti described his mission for the 2015 Expo during the Salone del Gusto, and in his opinion, it'll be a runaway success, because "there's a strange trend going on in Italy: some sectors are suffering, like books or mass retail, but salons are holding on: people are showing that they care about events, about storytelling, about being close to a product. That's why Eataly is going strong". And, in 2015, the creation of Farinetti will open in Sao Paulo, Moscow and New York, once more, with "Eataly - The Peace" at the World Trade Center. "In order for the Expo to work", he concluded, "let people think it's just a fair, but let's use it to send a global message, one we share with Slow Food: salvation comes through biodiversity".



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THE WINE

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Wine & Food

Carlo Petrini's six "tips" for a young, strong agriculture

Slow Food President Carlo Petrini has told WineNews six "tips" to help young people turn towards agriculture once more. First, unbridled construction should be halted, and land should be defended more: banks should open "slow money" lines of credit, with tailored timetables and rates, for young growers; technology should be more widespread, education should be closer to the world of agriculture, by opening Universities to the world of agri-food, bureaucracy should be kept in check and, finally, people should bet on the uniqueness of Italian taste and craftsmanship.

For the record

Jancis Robinson MW praises Southern wines

"The wines of Southern Italy", British MW and wine writer Jancis Robinson told WineNews at "Taormina Gourmet", "are fascinating because of their variety,

of aromas, of styles and of indigenous varieties. Growers should try to preserve old techniques: seeing old plants uprooted for industrial purposes is a bit sad".

