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## News



### Slow Food's ideas for the Expo

A flurry of ideas and messages for the 2015 Expo has followed the founder of Slow Food Carlo Petrini's remarks (pictured above with WineNews editor-in-chief Alessandro Regoli), after the latest Salone del Gusto in Turin. For example, food sustainability against waste and financial speculation for the Barilla Center for Food & Nutrition; biodiversity applied to wine & food, territories, humanity and the arts for Oscar Farinetti; bringing global food issues front and center for Minister of Agriculture Maurizio Martina and the open letter by Father Ciotti, Petrini and filmmaker Ermanno Olmi for a new awareness of planet Earth that feeds us.



SMS

### Carlin's lesson on wine

Carlo Petrini - nicknamed "Carlin" in his native dialect - has sent two messages to Italian wine producers. Their world, he said, has the task of representing Italy in the world, and maybe it should not take itself so seriously when judging wines and instead "lighten up" and play together as a team with the agriculture world. Also, not focusing solely on the market, and bringing back the reciprocity that permeated the farmlands of old - because that is what building a territory means. "Winemakers are the only ones, in this historical period, capable of representing agriculture that suffers less, but they need to get off their high horse and learn how to be co-producers, because that fosters culture. Remember your farmer DNA", Petrini concluded.

## First Page

### WineNews' conversation with Carlo Petrini

There's a little "Made in Italy" in every corner of the world, and there are people that come to Italy from all over the globe, enriching it with their work. In both cases, though, "one cannot think about going abroad and promoting our products if one doesn't understand the history, culture, arts, landscapes and humanity of our country". This is how our interview with Carlo Petrini, founder of the Slow Food movement, began. "If one knows these things, then one can sell wine. And in this way, wine acquires another taste", for example. Petrini has adopted education as his banner, starting with food and those who make it, and then widening to many other things that encompass the life of those who eat it. Without knowledge, then, one cannot go far. "Sadly, in the last 50 years our farming society has been all but lost, and the transmission of this knowledge has dried up. We have to recreate this umbilical cord, and the only way to do so is through food education in schools". The need for innovation, which has seen Slow Food lead the charge, has been recognized by a growing number of public personalities, because children are consumers, but also future producers, growers, traders and promoters. "Food changes our way of thinking, and it must not be seen as a commodity or as merchandise: it has value - we need to give value back to food". If there has been a single message underlying the 2014 edition of the "Salone del Gusto e Terra Madre", this would be it. Petrini went on to explain that giving value back to food might be harder, and as Pope Francis wrote him, it might need a hand entering the free market. Food communities flocked from all over the world stating that farming is a political act - it is against land grabbing and malnourishment, for education and food sovereignty. And a simple veggie garden is the first thing we teach our children to do to get acquainted with the land, as Michelle Obama wrote. Petrini, with Father Ciotti and Ermanno Olmi, has pointed out that land is under attack by concrete and world superpowers - but those superpowers, courtesy of the Expo, could meet for some serious talk about biodiversity and food education.

## Focus

### The true greatness of "Libera Terra"

"Libera Terra" ("free land"), the agricultural arm of "Libera", a network of associations against mafias, founded by Father Luigi Ciotti in 1995, has grown over time, blossoming in many sectors, from wine to bakery products to pasta. But today it represents a job opportunity to give back freedom and dignity to over 1.000 youths coming from troubled areas, by farming on land confiscated from the Mafia. Father Ciotti has received death threats from Totò Riina himself, "but over the years", he told WineNews, "we have been able to continue to build, to find the strength to go on and to find more people willing to join us. We work in troubled areas, where acts of vandalism towards cooperatives are an everyday thing, and these are not part of Libera Terra. They're autonomous, created through public projects. We've given them a common brand, a network and support. And we've received help from many people. This last summer more than 8.000 young people decided to spend their free time volunteering to work in these cooperatives. We've put our names and faces front and centre, as a means of publicly choosing sides. We need less emotion, and more action". Hats off.



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THE WINE

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## Report

### Concrete and land grabbing

Here's one paradox typical of the 21st century - concrete is devouring farmlands all over the world, and at the same time, world superpowers are trying to guarantee their access to fields and oceans as much as they can, in order to lock down future access to food. In Italy alone, 22.000 square kilometres are covered in either buildings, roads or other infrastructures - and, worldwide, multinationals have "grabbed" more than 86 million hectares of land in the last six years: an area five times bigger than Italy.



CONSORZIO PROMOZIONE  
CARIGNANO DEL SULCIS

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## Wine & Food

### Integration, agriculture, immigration and "Made in Italy" food

Carlo Petrini and Susanna Camusso, leader of CGIL - Italy's main labour union - have sent messages dedicated to the relationship between immigrants and food. "Our agriculture", Petrini said, "owes a lot to these new Italians. But we are plagued with contradictions and lack of memory: the same city that will host the Expo has recently seen two million people demonstrate publicly to throw them all out". "On the one side we have intolerance and racism, and on the other, we have entrusted immigrants with our food. Without them, our GDP would drop 11%", Camusso said.

## For the record

### Barolo triumphs in the Top Cellar Selection

8 Barolos are in the first 22 positions of the Top 100 Cellar Selection 2014 by "Wine Spectator" magazine (the Italian editor is Kerin O'Keefe). And, two are right at the top, with a full score of 100/100 - Bric del Fiasc 2010 Paolo Scavino and Brunate 2010 Giuseppe Rinaldi. A grand total of 20 Italian wines are on the ranking.

