



# Slow Food<sup>®</sup> Travel

**BRIDGING THE GAP  
BETWEEN COMMUNITIES,  
FOOD IDENTITIES AND  
TOURISM**

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# SLOW FOOD

- Goal: to build sustainable food systems, and ensure that everybody have access to food that is good, clean, and fair.
- An international member-supported, non-profit organization in 160 countries around the world
- A grassroots **network** whose supporters are linking good and healthy food with a commitment to their community and the environment
- A global network with over 1,000,000 people involved
- (ACT) Safeguarding food biodiversity, and supporting its guardians, i.e. small-scale artisan food producers through grassroots projects and events;
- (INSPIRE) Run campaigns to raise people interest in the food they eat, where it comes from and how our food choices affect the world around us.
- (VOICE) Advocate for policy change at local, national, and international level;



# SLOW FOOD POTENTIAL FOR TOURISM



Our network is based on communities with unique insights on and connections to local food cultures and food attractions.



5,000 + Ark of Taste products



550+ Slow Food Presidia projects



2,000+ local Slow Food groups, who rely on informal local-level alliances with chefs, activists, producers, and academicians



How can we exploit this potential?



## ANTON & ALTIN PRENGA

2012 -> open its Agrotourism 1 h from Tirana;  
No international «airport» food: club sandwich,  
Caesar salad, etc; Limited grill! (yes, WE can!);  
Use local ingredients, through local farmers,  
and local recipes with a modern touch;  
Their offer is unique and appreciated, people  
start to travel miles to get there;

Today:

60,000 covers a year;

35 paid staff:

200 farmers make their livelihood primarily by  
selling their produce to the restaurant;

Albania is a renowned destination for food  
tourism in the region;



# THIS IS WHY WE LAUNCHED SLOW FOOD TRAVEL

KEY QUESTION: HOW CAN WE MAKE OF SUCH FOOD PRODUCTS AND GENUINE COMMUNITIES A TOURISM PRODUCT THAT CONTRIBUTES TO THE SUSTAINABLE DEVELOPMENT OF THE TARGETED COMMUNITIES?

VERY OFTEN TOURISM AND GASTRONOMY DO NOT INTERACT AS THEY  
COULD AND SHOULD

We aim at raising awareness of travellers on:

Local gastronomic heritages and biodiversity

the impact of wider global problems

the local Slow Food projects that promote sustainability across the food chain.





# ...SO HOW DO WE DO IT?

2 keys to success when developing a destination:

- 1) Make sure hotels, B&B, restaurants, truly promote local, seasonal, traditional, typical and artisanal products; and use such products in their menus;

indicate the producers

## The Producers

Motta square pepper  
Casa Roviglio – Costigliole D'Asti (At)

Piedmontese-breed beef  
Associazione La Granda – Genola (Cn)

Vegetables  
Cascina Rocca farm – Moretta (Cn)

Coazze Cevrin  
Fratelli Lussiana – Gavi (To)

Bettelmatt  
La Zangola dairy – Formazza (Novara)

Mountain Fontina  
Il Bosco farm – Ollomont (Ao)

Raschera  
Botto Maurizio farm – Mondovì (Cn)

Huachuatenango highland coffee  
Asdecobue and Acodihue cooperatives (Guatemala);  
roasted by Pausa Café at the Lorusso  
e Cotugno district penitentiary in Turin



...SO HOW DO  
WE DO IT?

2) When gastronomic actors  
develop gastronomic  
**experiences** to enrich their  
touristic offer;





## 3 LEVEL INTERVENTION:

1. Define and **create a network** that brings together all the value chain
  - *Dialogue based on strict quality guidelines baseline developed by Slow Food, adapted and then adopted by all stakeholders;*
2. Build the capacities of local stakeholders – especially farmers and mall-scale producers - to develop and deliver gastronomic **high-quality food experiences** to enrich their touristic offer
3. Communicate the destination through our network, media and events worldwide.





# IMPACT (CARINZIA)

- Lesechtal valley -> fully restored the bread production chain (Slow Food Presidium)
- 4 new employees in the bread production chain;
- 24 adventure modules for farmer producers, food artisans and hotels established.
- In 2 years -> 800 multi-day packages sold.
- Multiplier effect on local SSF
- +2000 additional nights in 24 months;
- 1 new consortium established to manage the destination



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# SLOW FOOD TRAVEL

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