

Slow Food Nation '08

Come to the Table

Dear Friend of Slow Food Nation,

From August 29-September 1, 2008, Slow Food Nation will showcase a wide range of American products in a variety of ways, including the Marketplace, which will feature growers and artisans directly selling their products; Taste Workshops, which will include a range of products in a guided tasting; and Taste, a great hall that will tell stories from the American food community and present hundreds of foods from around the country.

If you would like to have your product or a product you know included in this event, or if you would like to participate as a vendor or presenter, please return the nomination form by March 30 for consideration in *all* areas of Slow Food Nation. (Wine nominations are separate; please contact us for an application.) We are striving to include as many products as possible – and we think we'll achieve that goal – but due to space and logistical constraints there is some chance that we will not be able to include all nominations that meet the criteria this first year. You will be notified by April 30 about how we think your product could best fit within the four days of Slow Food Nation.

In addition to a nomination form and criteria, attached you will find an overview of the plans for the first Slow Food Nation. This first edition of Slow Food Nation will be a celebration of sustainable farmers, fishermen, artisans, cheesemakers, foragers, bakers, beekeepers and ranchers, and we invite you to join us!

Sincerely,

Slow Food Nation Team

gordon@slowfoodnation.org
415-369-9950 (office)
609 Mission St.
San Francisco CA 94105

SLOW FOOD NATION PRODUCT APPLICATION

FARM or COMPANY NAME: _____ CONTACT NAME: _____
ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____
COUNTY: _____ PHONE #: _____ FAX #: _____
E-MAIL: _____ WEBSITE: _____

1. **Are you the producer of this product?** YES NO *If NO, please provide your name and contact information below:*
CONTACT NAME: _____ ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____ COUNTY: _____
PHONE NUMBER: _____ E-MAIL ADDRESS: _____
2. **Are you a convivium leader?** YES NO
3. **What product(s) are you interested in bringing to Slow Food Nation?** _____

4. **Please provide a brief description of the product(s) and your production practices:** _____

5. **Please check all that apply and supply the name of the certifying agency if applicable:**
 ORGANIC: _____ NO-SPRAY: _____
 BIODYNAMIC: _____ FAIR TRADE: _____
 OTHER (explain): _____
6. **Does your product(s) meet the relevant specifications in the General Criteria for Production Practices? If not, please explain:** _____

7. **Slow Food Nation seeks to feature foods that are good, clean and fair. Good refers to the sensory value of food; clean food means food that is produced with practices of good environmental stewardship; and fair refers to a just workplace. How does your product(s) exemplify these characteristics?** _____

8. **How is the product marketed?** INDIRECT SALE DIRECT SALE AT LOCAL LEVEL DIRECT SALE AT NATIONAL LEVEL
 DIRECT SALE AT INTERNATIONAL LEVEL SALE VIA FARMERS' MARKETS OTHER: _____
9. **What is the annual production of this product?** _____
10. **Is there sufficient production to sell at the event, or would this product be more appropriate for exposition and/or limited tasting only?** _____
11. **Please provide the name & contact information of someone who will be able to attest to the quality of this product.**
NAME: _____ AFFILIATION: _____ PHONE: _____
NAME: _____ AFFILIATION: _____ PHONE: _____

Please return your completed application via fax, e-mail or snail-mail. Please feel free to send a picture or brochure of your farm or operation. A confirmation of receipt will be sent within one week of receiving a nomination packet.

SLOW FOOD NATION
609 MISSION STREET, 3RD FLOOR
SAN FRANCISCO, CA 94105
email: gordon@slowfoodnation.org - fax: 415-369-9951

Criteria for Slow Food Nation Products

Please refer to the following guidelines for inclusion in Slow Food Nation. If your product does not meet all of the guidelines, please explain how you are working towards meeting them in your nomination form.

| Product | Criteria |
|--------------------------------|---|
| Beer | Produced by small-scale craft brewers (annual production less than 2 million barrels); independently-owned; traditional (brew an all-malt flagship beer) |
| Bread, Pasta, Pastry | Fully source-verified*, organic/transitional primary materials |
| Cereals & Grain | Organic/transitional, heritage preferred |
| Charcuterie | Pasture raised, heritage or rare breed, grass-fed, organic or transitional, minimal chemical preservatives |
| Cheese | Made with antibiotic and hormone-free milk from pasture raised animals, using natural rennet and organic ingredients where possible |
| Chocolate | Fully source-verified*, organic/transitional |
| Coffee | Fully source-verified*, organic/transitional |
| Condiments, Conserves & Sauces | Fully source-verified*, organic/transitional materials |
| Confectionery | Fully source-verified*, organic/transitional primary materials |
| Dairy | Antibiotic and hormone-free milk from pasture raised cows, goats or sheep; organic/transitional materials where possible |
| Fish | Minimal waste and by-catch; fish removed at a volume not affecting stocks' ability to reproduce productively; fish captured using sustainable techniques such as seine nets, long lines, hook and lines, jigging, weirs, traps, harpooning, diving and trolling |
| Fruit & Dried Fruit | Organic/transitional |
| Herbs | Fully source-verified*, organic/transitional |
| Honey | Organic, non-pasteurized, non-migratory |
| Legumes | Fully source-verified*, organic/transitional |
| Meat | Pasture raised, heritage or rare breed, grass-fed, organic/transitional |
| Olive Oil | Fully source-verified*, organic/transitional |
| Vegetables | Organic/transitional |
| Poultry & Eggs | Hormone and antibiotic-free, free-range, grass-fed, organic/transitional |
| Salt | Fully source-verified*, manual harvest, no washing or artificial drying |
| Seed Oil | Fully source-verified*, organic/transitional |
| Spirits | Fully source-verified*, traditional methods, free of artificial covers/flavors |
| Teas and Infusions | Fully source-verified*, organic/transitional |
| Vegetables | Organic/transitional |
| Wild Food | No endangered plants |
| Pickles & Chutneys | Fully source-verified*, organic/transitional primary materials, minimal heat treatment |

**Main ingredients in the product traceable to individual producers or specific bio-regions. For livestock production, all feed must be verifiable.*

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EVENT OVERVIEW

ABOUT SLOW FOOD NATION

Slow Food Nation is a non-profit organization that exists solely to direct an annual event. It is a subsidiary non-profit to Slow Food USA, which is part of the international Slow Food movement. Slow Food Nation's inaugural festival in 2008 will offer activities for all ages, including a marketplace, tastings, dinners, talks, forums, workshops, films, and a music festival, all geared to provide experiences for participants that transform their perception of food, engaging them in Slow Food's work to build a food system that is sustainable, just, and that produces healthy and delicious food.

DATES

The inaugural edition of Slow Food Nation will be held over the four days of Labor Day Weekend, from August 29 to September 1, 2008.

ATTENDANCE

Slow Food Nation will be the first major American-based Slow Food event. Up to sixty thousand people are expected to attend. It is likely that 85% will be California residents, 14% from the USA 1% from abroad. Slow Food's international events — Salone del Gusto and Cheese — held in alternate years in Italy each draw 150,000+ participants.

LOCATIONS

Civic Center is in the heart of downtown San Francisco, it is easily accessible by public transportation, with a BART station and several bus routes.

Fort Mason is on the waterfront, among San Francisco's historic piers and buildings. It is a regular setting for meetings, conferences, performances, and special events.

OUR MISSION

Slow Food Nation will deliver a transformative food experience, based on enjoyment and pleasure, which will lead to a greater understanding of the role of food choices in environmental wellness and sustainability; Slow Food Nation will speak as a peer to the audience, serving as an approachable and friendly docent who shares insights into food, but who sits back and lets each person enjoy their own personal experience.

Slow Food Nation will be a platform for the food movement, providing information and resources, leveraging expertise that already exists while broadening the outlook of all participants by engaging diverse leaders from agriculture, retail, food service, the arts, environmentalism, social justice, energy, immigration rights and sustainability.

EVENT DESCRIPTION

LOCATION 1: CIVIC CENTER

Estimated Attendance 8,000 – 12,000 people/day

VICTORY GARDEN

A spectacular vegetable garden of over 15,000 sq. ft. will showcase a model urban farm - at the heart of the city, on the lawns of Civic Center Plaza. Free of charge, to be planted in May 2008.

MARKETPLACE

60-100 growers and artisans, each presenting a single product. Vendors will sell their products directly to the public, at a wide range of prices. The visual and informational context of each market stand will highlight how the product is grown and produced. A curriculum developed in collaboration with Center for Ecoliteracy will guide children and school groups through the marketplace for a deeper learning experience. A soapbox within the market will feature a rotating roster of farmers, sharing their stories and outlook. Free of charge, runs Friday, August 29 through Monday, September 1.

SLOW ON THE GO

10 stands featuring emblematic, affordable foods from a variety of new immigrant cultures, made from entirely sustainable, fully source-verified ingredients: tacos made with homemade tortillas; South Indian dosas; grass-fed hamburgers; Vietnamese sandwiches; Afghan bolani and more. Single items will cost \$2 to \$6 each, and stands will be open from Friday, August 29 through Monday, September 1.

FOOD FOR THOUGHT

Speaker and film series including journalists, scientists, advocates, business people and filmmakers speaking about issues that intersect with food: climate change; food access; education reform; youth empowerment and more. Price varies by film and speaker; runs Friday, August 29 through Sunday, August 31.

CHANGEMAKERS DAY

300 NGO leaders and activists in the fields of social justice, the environment, agriculture, culture and policy will focus on a common theme of forging a “slow” and sustainable food system. Hosted in conjunction with Roots of Change. Free of charge, only for professionals, Friday, August 29.

NATIONAL CONGRESS

Over 300 Slow Food convivium (chapter) leaders from all fifty states will attend the congress. Price TBD, only for Slow Food USA leaders, Thursday, August 28.

A SEAT AT THE TABLE

A dinner for 500 on Civic Center Plaza will celebrate urban-rural partnerships, featuring food grown in urban gardens and products grown on farms in Yolo, Napa, and Contra Costa counties. Price TBD, Friday, August 29.

FARM BILL, IMMIGRATION, AND EDUCATION FORUMS

Presentations in the Rotunda and Light Courts of the Civic Center on hot-button issues in the food system, targeted at media, policy-makers, and “changemakers”. Hosted in conjunction with Roots of Change, Chez Panisse Foundation, and others. Free of Charge, Friday, August 29.

EVENT DESCRIPTION (CONT'D)

LOCATION 2: FORT MASON CENTER

Estimated Attendance 3,000 – 6,000 People/day

TASTE

Taste will showcase products from hundreds of American producers. Products will be grouped by type and curated by an expert in the field. Taste areas include: Fish, Cheese, Olive Oil, Bread, Pickles & Chutneys, Honey & Jam, Cured Meat, Tea & Coffee, Microbrews, Wine, and more. \$20 - \$30 ticket price, runs Friday, August 29 through Monday, September 1.

WORKSHOPS

At a Taste Workshop, 30-60 people at a time participate in guided tastings while hearing the stories behind the foods directly from the producers. \$5 - \$80 ticket price, 10 workshops per day from Friday, August 29 through Monday, September 1.

EXPLORE

Directly in front of the Taste pavilion, this “County Fair” will be a fun open space for kids and families that includes hay bales, livestock, a pizza oven, apiaries, picnic tables and more. Free of charge, runs Friday, August 29 through Monday, September 1.

SLOW FOOD NATION ROCKS

Two-day concert at the Great Meadow above the Fort Mason piers, featuring rock performers. Estimated attendance is 10,000 per day. \$50 - \$75 ticket price, runs Saturday, August 30 through Sunday, August 31.

TASTE OF MARIN

Marin Organic, Marin Agricultural Land Trust and Marin Farmers Markets are partnering with Slow Food Nation to host their annual local food event, dedicated to supporting and promoting Marin’s agricultural bounty. A ferry from Sausalito will bring the 700+ participants in this dinner directly to Fort Mason on Sunday evening. \$75 - \$150 ticket price, evening of Sunday, August 31.

AT OTHER LOCATIONS

SLOW DINNERS

Bay Area restaurants in all price ranges selected for their good food and commitment to sustainability will host dinners during the event. Each dinner will be held in partnership with a non-profit focused on sustainability, the environment, social justice, nutrition, and other areas. \$20 - \$200 ticket price, five dinners per day from Thursday, August 28 through Monday, September 1.

SLOW JOURNEYS

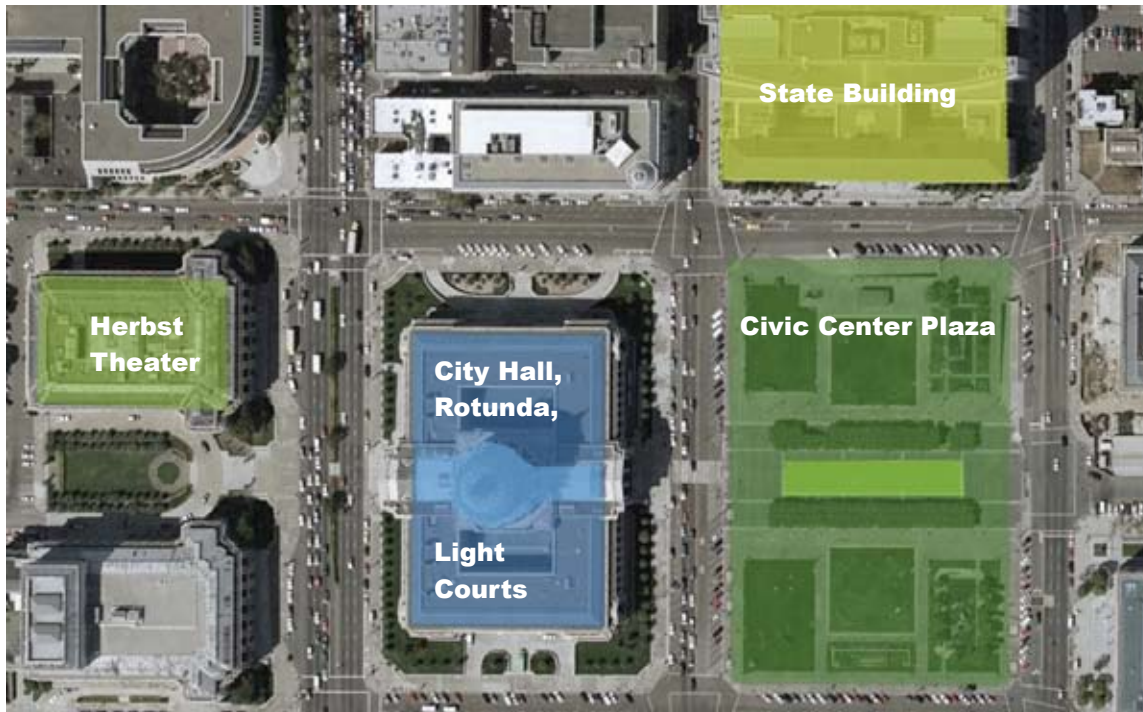
Itineraries exploring the food and fishery landscape – including urban gardens, watersheds, farms, and gastronomic hotspots – of the greater Bay Area. Coordinated in collaboration with Food and Wine Trails. \$50 - \$100 for a full-day itinerary including transport, four tours per day from Friday, August 29 through Monday, September 1

SLOW HIKES

Hikes in collaboration with local non-profits in agricultural landscapes of the Bay Area. Free of charge, one hike per day from Friday, August 29 through Monday, September 1.

SPACE LAYOUT

CIVIC CENTER



FORT MASON

