



# Slow Food®

## Terra Madre and technical workshop report

This action was undertaken within the LoA between Slow Food and FAO, as a contribution to FAO strategic objective four: Enabling efficient and inclusive agricultural and food systems. In particular, the action aimed at (i) promoting Montenegrin typical products and raise awareness of a Montenegrin delegation on the promotion of their food heritage and link to tourism; and (ii) building capacity of Montenegrin producers, tour operators and public authorities in the best practices of establishing linkages between high-quality typical food and rural tourism.

The activities linked to Terra Madre Salone del Gusto were meant to implement the following activities included in the aforementioned LoA:

- Arrange for the participation of 10 participants comprising the Montenegrin delegation (producers and Ministry representatives) at the internationally renowned Slow Food/ Terra Madre Salone del Gusto in Torino, Italy.
- Expedite the import of Montenegrin food products to Italy for promotion.
- Set up a booth for the Montenegrin delegation at the international market of the Terra Madre event;
- Introduce Montenegrin delegation to sales channels and networks at the Terra Madre event for the potential marketing of their products and promote Montenegro gastronomy and rural tourism destinations, and to share their locally produced products and their stories.
- Conduct a technical workshop during the Terra Madre event on Slow Food Travel, rural tourism and place-based food production.

### Actions undertaken prior the event

Together with FAO and our local Slow Food Bijelasica, Komovi and Prokletje chapter, we have identified 14 delegates to form the Montenegrin delegation to Terra Madre. 11 of them were sponsored through the LoA. The delegation comprised of 3 members of the Slow Food Bijelasica, Komovi and Prokletje - all of which are also involved in local tourism development, 8 small-scale farmers producers, and 3 representatives from the National ministry of Tourism and the Ministry of Agriculture and Rural Development.

We have then selected – in cooperation with FAO and our local Slow Food Bijelasica, Komovi and Prokletje chapter - the 5 products that would have been exhibited. Products were selected on the basis of their relevance and the possible interest amongst the wider public. Unfortunately, it proved impossible to import into the EU products of animal origins (both prsut and cheese). Simultaneously, a 9square-meter stand was made available for the



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Montenegrin delegation at the international market of the Terra Madre event where to present their products and territory.

Always in tight cooperation with FAO, we have drafted an agenda for the delegation, which included over 30 recommended events in between forums, conferences, trainings and tasting events (see attached agenda).

Most important, thanks to this present LoA we have set up a Terra Madre Forum (i.e. conference open to the public) named "Slow Food Travel - travelling according to Slow Food" that explored some of the best practices encompassing origin-linked artisan food production chains and sustainable tourism offers, including Slow Food Travel – the Slow Food project aiming to encourage the discovery of unique culinary cultures and direct contact with producers, cooks, and hosts who work to protect biodiversity and enhance the heritage of their territory.

## **Action undertaken during Terra Madre Salone del Gusto 2018**

### Slow Food Travel – forum

The forum organised on Friday the 21<sup>st</sup> was amongst the most visited forums of the whole event. Moderated by Ludovico Roccatello - Slow Food Travel coordinator, it included a wide range of keynote speakers from across the globe: Christian Kresse, SFT Alpe Adria Kaernten (Austria); Ettore Bozzolo, Slow Food Travel (Alp region); Emilie Vandecandeleare (FAO); Tamaz Dundua (FAO project for the development of sustainable GI values in Georgia); Valeriy Suntsov, project manager of the EU-funded cross-border cooperation project called "Promotion of Food Heritage in the Lower Danube Basin" where foodways are valorised through tourism in rural areas (Ukraine); Yoshihide Endo, GIAHS Coordinator (FAO); Rita Moya, Gastronomic tourism in Chile.

### Stand

5 products were made available at the Montenegrin 3x3 stand, located in the International Pavilion, and thanks to the coordination between producers and Slow Food Bijelasica, Komovi and Prokletje delegates, it was well organised and managed. There are no official data on the people that pass by the Montenegrin stand, yet Terra Madre Salone del Gusto received 210,000+ paying visitors in the 5 days of the event.

### Technical workshop for Montenegro

On Monday the 24<sup>th</sup>, a 2-hour technical workshop specifically tailored for the Montenegrin delegation was held. The workshop was meant to introduce the actions of Slow Food in the Balkan region, and to highlight hints for a possible strategy for the country with regards to



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traditional food and rural tourism. Michele Rumiz (Slow Food regional coordinator for the Balkans) introduced the work and methodology of Slow Food and the potential of traditional products for sustainable development [*find the presentation also attached*]; Ludovico Roccatello (Slow Food Travel Coordinator) introduced the delegates to the Slow Food Travel project; Anna Carboni (VIS Albania) introduced the 4-year work undertaken in Kelmend towards sustainable tourism in one of the remotest areas of Europe; Sabina Ramovic (Slow Food Bijelasica, Komovi and Prokletje convivium leader) spoke about the work of convivium and the experience in rural tourism of the local tour Operator “RAMS”.