



An event by



TERRA MADRE

SALONE DEL GUSTO

SEPTEMBER 22-26

PARCO DORA, TURIN

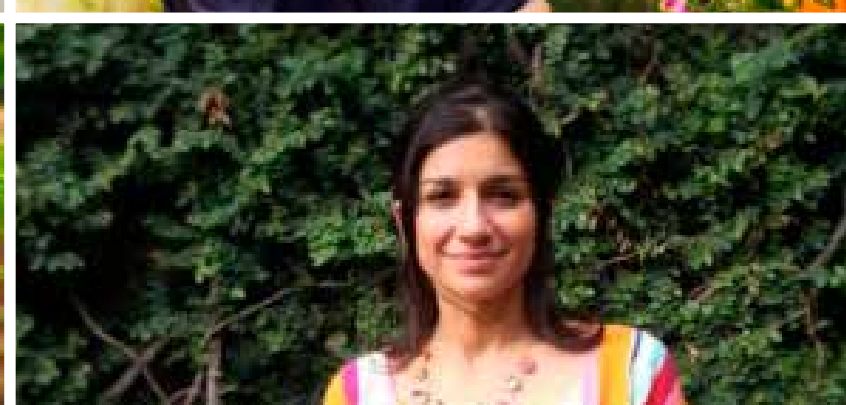
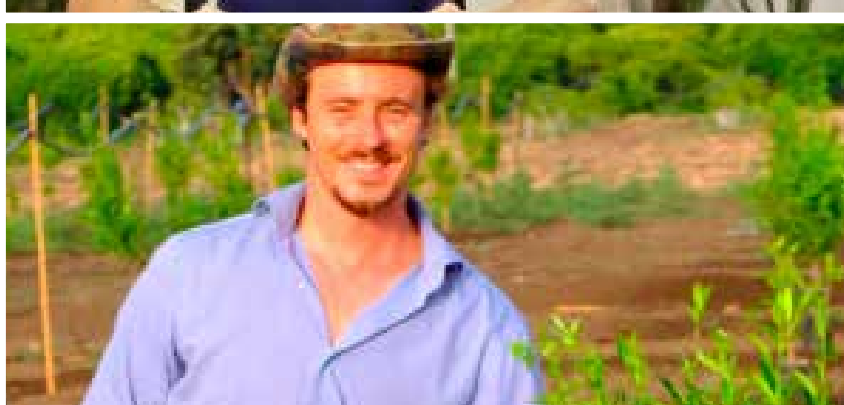
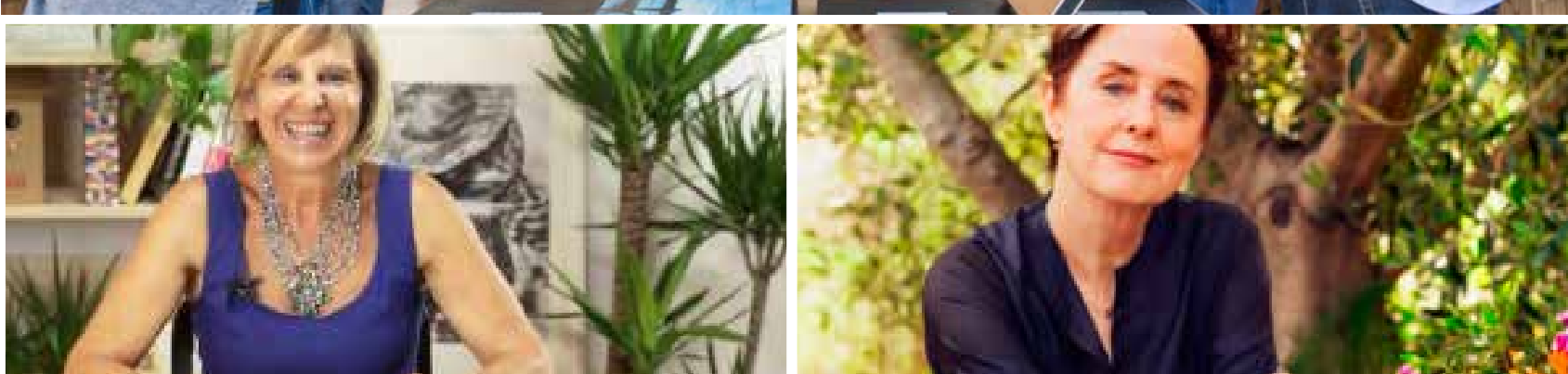




Terra Madre Salone del Gusto is the largest international event dedicated to **good, clean and fair food** and to food politics.

Slow Food, a non-profit international association based in Bra, Italy and present in **160 countries**, first held the event in 1996.

Terra Madre Salone del Gusto is organized by Slow Food, the City of Turin and the Piedmont Region.



From 1996 to 2018, **Terra Madre Salone del Gusto** was held in Turin, in the streets, squares and theatres of the city and in the pavilions of Lingotto Fiere.

In 2020 the event had to adapt to the pandemic, and transformed into a six-month journey of dozens of digital formats and around 1200 physical events held around the world, all organized by the international Slow Food network. This allowed for a wider participation than ever before, reaching around 10 million people.





Terra Madre Salone del Gusto returns to Turin from **September 22 to 26**. The 14th edition of the event will be held in Parco Dora, a post-industrial area which has been the subject of significant urban requalification work over the last 15 years.

This will be the first time that the event reaches this part of the city, and the symbolism is clear: In a space which once hosted factory smoke and the noise of industry, we will hold the world's largest international event dedicated to sustainable agriculture, environmental politics and the future of food.



In the plant world, a tree which loses a branch can regrow it. And, if it's replanted well, the lost branch can grow new roots and become a plant of its own.

The pandemic has changed the way we live, and has damaged all sorts of relationships; between people, between communities. The crises we were facing before Covid-19 have only gotten worse, in particular regarding social equity and inequality.

Now we must see our human community as a plant which, recovering from trauma, must grow new branches. New life. New enthusiasm.



THE 2022 PROJECT

NEW
2022

If 2020 and 2021 were years of resilience, the 2022 edition of Terra Madre Salone del Gusto will be one of **REGENERATION**.

An edition that will return to Turin and Piedmont with all its colors, aromas and voices.

Beyond the physical event in Turin, Terra Madre Salone del Gusto 2022 will be a hybrid physical and digital event, with all the best of previous editions and online content too, as well as calendar of activities organized by the Slow Food network around the world, for those who cannot travel to Turin.



WHY REGENERATION?

The **REGENERATION** we're talking about isn't just the joy of meeting in person again. It's an act of responsibility, of love and care for our home, the Earth, or Terra Madre. To regenerate, then: this is the verb which will guide us in the coming months, which should have seen us turn our focus back to the climate crisis as we recover from two years of the Covid-19 pandemic, but which are made even more complicated by the international geopolitical situation.



We'll talk about regeneration from multiple points of view, focusing on an (eco)-systemic approach and what that means for our food: what is today, and what it should be.

Through immersive exhibition spaces, meetings and educational activities we'll explore the regeneration of our food systems as a response to climate, health and geopolitical crises: From the regeneration of the **soil** — agroecology, gardens, meadows, monocultures and urbanization — to that of **cities** — their relationship with the countryside and the role of food policies — and also of **relationships** — forms of solidarity relating to food, social agriculture, community economies, gender equality, legality and the dignity of work.

We will create opportunities for dialogue and debate that increase visibility for different perspectives and help build a shared definition of the actions that need to be taken in order to regenerate our food systems.



There'll be an important focus on the **three pillars** of Slow Food strategy: **biodiversity**, **education** and **advocacy**. We'll host interactive, immersive spaces where visitors can learn more about the activities and projects Slow Food carries out around the world, and the meaning behind them.

Through an exhibition of **three food groups** along the Biodiversity Trail dedicated to **cereals**, **pulses** and **fruits**, visitors will explore the biodiversity among these foods. They'll learn about good practices for conserving biodiversity and food culture diversity, and taste it for themselves!

On Education Island we'll discover the tools and techniques of the Slow Food approach to education, with sensory education activities, games and hands-on workshops.

Finally, in Advocacy Square, we'll explore how we can contribute to influencing policy in the public and private sector, both individually and collectively, through an exhibition of good practices and workshops.



THE FUTURE OF FOOD STARTS IN TURIN

The strength of **TERRA MADRE** and the network-building capacity of **SLOW FOOD** allow for a dialog between different worlds (those of food producers, scientists, cooks, researchers and above all normal citizens) who meet in Turin and make the event an unmissable occasion for participation, connection and discussion.



IN 2022, WE WILL:

NEW
2022

- explore important issues for the future of food, thanks in part to the contribution of international experts
- discover the positive experiences of communities who are building sustainable food systems
- meet farmers, herders, fishers, cooks, teachers and youth from across the world
- touch, smell and taste foods cultivated in every corner of the planet; the products of traditional knowledge and respect for the earth that show us that we can save the world with gusto!
- get to know the exhibitors and the products they bring to the fair
- present the institutions working with people who are already contributing to the regeneration of their local areas
- build new relationships between all these diverse actors working to improve food systems worldwide



THE MARKET

NEW
2022

Terra Madre Salone del Gusto 2022 will be a stage for sharing and exchange, hosting events in diverse formats, both in person and online—a hybrid edition.

→→ the **market** will be the heart of the event: an extraordinary showcase of good, clean and fair food in all its forms, from across the world.

The public will be able to taste and buy the products on offer, but above all they'll be able to meet the people behind them, to hear their stories and learn more about their homelands.

As ever, at the Market you'll find hundreds of Slow Food Presidia and Ark of Taste products, Slow Food communities and thematic networks like the Slow Food Coffee Coalition, the Slow Wine Coalition, Slow Bean and Slow Grains.



THE FUTURE OF FOOD STARTS IN TURIN

NEW
2022

Activities for the public and delegates (participants from the network): **RegenerAction Workshops** to learn through tasting, guided by producers and cooks; debates and conversations in the **Slow Food Arena** where we'll share stories from the Slow Food network; **conferences** where we'll debate the times we're living in and the future which awaits us together with renowned experts; **educational activities** for schools and families to learn the basics of good, clean and fair food; **guided visitor experiences** that involve the most important cultural institutions and numerous businesses around the city.

In the Terra Madre Kitchen we'll learn through taste with the cooks of the **Slow Food Cooks' Alliance** and other cooks from across our network.



THE FUTURE OF FOOD STARTS IN TURIN... AND ONLINE

NEW
2022

Beyond the physical event in Turin, Terra Madre Salone del Gusto 2022 will be a **WORLDWIDE, ONLINE** event with innovative digital activities to engage with delegates and visitors and connect the nodes of our global network.



TERRA MADRE SALONE DEL GUSTO

HIGHLIGHTS OF PREVIOUS EDITIONS



2018

EDITION HELD OVER 5
DAYS AT LINGOTTO FIERE,
TURIN

→→ **220,000 VISITORS**



2020-2021

HYBRID DIGITAL-PHYSICAL EVENT
HELD IN ITALY AND AROUND
THE WORLD FROM OCTOBER 8, 2020
TO APRIL 30, 2021

→→ **OVER 285,000 PEOPLE INVOLVED** in physical
events organized by the Slow Food network



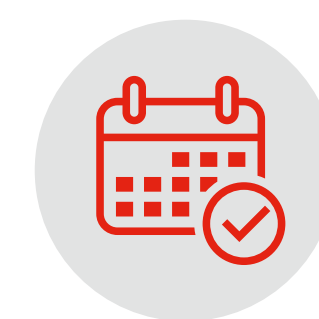
TERRA MADRE SALONE DEL GUSTO

HIGHLIGHTS OF PREVIOUS EDITIONS



2018

- **1000 EXHIBITORS** from 83 countries
- **50 ITALIAN AND 20 INTERNATIONAL INSTITUTIONS**
- **253 SLOW FOOD PRESIDIA** from 42 countries
- **MORE THAN 1000 EVENTS**, among which conferences involving famous names such as Sunita Narain, Amitav Gosh and Maria Canabal



2020-2021

- **629 EXHIBITORS** present on the online marketplace and e-commerce platform
- **32 ITALIAN INSTITUTIONS**
- **265 SLOW FOOD PRESIDIA** from 29 countries
- **1146 EVENTS HELD IN 75 COUNTRIES**, involving famous names such as Jonathan Franzen, David Quammen, Fritjof Capra, Alice Waters and Bela Gil



TERRA MADRE SALONE DEL GUSTO

HIGHLIGHTS OF PREVIOUS EDITIONS



2018

- **1500 NEWSPAPERS** from 79 countries covered the event, generating 2500 articles, radio and TV features and press releases
- **258,000 UNIQUE USERS** of the event website
- **2 MILLION SOCIAL MEDIA PROFILES REACHED**



2020-2021

- **7549 MENTIONS** in Italian and international media with 203 articles published in 36 countries
- **303,530 UNIQUE USERS** of the event website
- **9.5 MILLION SOCIAL MEDIA PROFILES REACHED**



TERRA MADRE SALONE DEL GUSTO



IMPACT

2020-2021

Over the years, Terra Madre Salone del Gusto has inspired thousands of farmers, activists, academics and chefs, and paved the way for a new movement, rooted in 160 countries, shaping the food system through joy and responsibility.

72.5% of survey respondents indicated that they changed their food habits thanks to information received through our digital events

45% of survey respondents answered that they heard about the event through our online program



Past editions of Terra Madre were made possible through the contributions of various partners, institutions, banking foundations and universities. Some of the most significant include:



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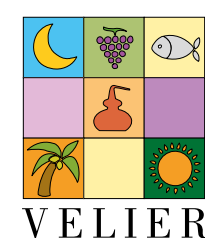
Quercetti
giocare intelligente.



SAPORI
— 1832 —



 Valcucine



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