



Slow Food®

Earth Market

Guidelines for product selection

www.slowfood.com



Earth Market

Guidelines for product selection

VINEGAR

- Vendors may sell vinegar produced using wine that meets the requirements described in the section for wine as regards winemaking techniques and origin, or produced from fruit grown according to the requirements in the section for fresh vegetables.
- The acetification process must be activated using vinegar with the characteristics specified for wine vinegar.
- Microfiltration is permitted.
- Flavor enhancers are permitted if produced according to the requirements of the sections described.
- It is not permitted to use antioxidants. The use of sulfur dioxide is permitted to a maximum concentration of 40 mg/l and its use must be indicated on the label.

BEER

- It is permitted to sell bottled beer which is unpasteurized, unfiltered and without added preservatives.
- Pasteurization is not permitted and neither is microfiltration (under half a micron)
- It is important to give information regarding: serving temperature and recommended glasses, style and recommended serving combinations, origin of raw materials.
- It is preferable to use local malt and hops for producing the beer, as well as other ingredients (cereals, fruit or herbs) from the local area.

MEAT

- Vendors may sell meat from animals born and raised on their farm.
- The breed must be native or bred in the local area for at least 50 years.
- The animals must be raised under conditions which respect their well-being and welfare.
 - People attending to animals must be trained and in sufficient numbers to ensure animals do not suffer maltreatment;
 - Stabling must be free, in a shed or pasture, or fixed location but there must be adequate space

- for each animal and access to pasture;
- The natural behavior of the particular species must be respected to the maximum extent, including socialization with other animals and natural periods of reproduction;
- Feeding and water troughs must be easily accessible;
- Resting areas must be clean, comfortable, well-ventilated and with natural illumination.
- It is not permitted to use silage as feed; vitamins, supplements or buffering agents may not be used during fattening unless prescribed as a treatment by a veterinarian.
- Products with the following characteristics are preferred: meat offered for sale from animals raised in a wild or semi-wild state, from animals fed with locally-produced or self-produced fodder.
- For therapeutic medical treatment, preference should be given to herbal and homeopathic products, whilst antibiotic and conventional veterinary medicines should only be used with a veterinary prescription and when there are no other effective remedies or when such treatments are essential to avoid suffering and discomfort to the animal concerned. When conventional allopathic medicines are used, the legal limit on the time between ending medication and slaughter must be doubled.
- Poultry must not be slaughtered before 120 days of age.
- Lambs and kids must not be slaughtered before 60-70 days of age.
- Pigs must not be slaughtered before 12 months of age.

COFFEE

- Only roasters are permitted at Earth Markets.
- It is permitted to sell roasted coffee as beans or ground coffee; packaged (including pods) or loose. It is also permitted to serve coffee, provided that this is done by a roaster.
- The raw material (green coffee) must be a Slow Food Presidium, FTO certified or with dual "UTZ certified and organic" certification.
- The raw material used must be completely traceable and the producer or producer cooperative must be clearly indicated.

- All the coffee sold or served at Earth Markets must be approved by a Tasting Commission nominated by Slow Food.

- Sustainable packaging must be used for loose coffee and is preferred for prepackaged coffee.

CHOCOLATE

- Only chocolate producers are permitted at Earth Markets: these are defined as producers who at least mix the cocoa cakes in their own premises.

- It is permitted to sell dark, milk or white chocolate with other ingredients added; cocoa cream, gianduia hazelnut cream, cocoa powder; it is permitted to serve drinking chocolate in a cup. Flavored chocolate may only be sold if the source of the other ingredients is indicated.

- It is recommended that each product carries specific information about its origin and the varieties of cocoa used.

- All the ingredients must be completely traceable.

- It is not permitted to use artificial flavorings.

- For hard chocolate it is not permitted to use fats other than cocoa butter, even if allowed by law.

- The use of soy lecithin is only permitted if the soy is certified GM free.

- It is not permitted to use milk fat substitutes in milk chocolate.

- For creams, it is only permitted to use natural, non-rectified vegetable oils produced according to the requirements of organic regulations. It is not permitted to use palm oil.

- For pralines, all fillings must meet the requirements described in the Earth Markets rules for pastries, biscuits and cakes and for baked products.

Preferred characteristics

- Production is carried out in the cocoa growing area to the maximum extent.

- Production starts from a stage preceding mixing.

- Product certification: organic, Rainforest Alliance, UTZ, Fair Trade.

- Products use cocoa from a Slow Food Presidium.

- Where there is no certification, documented evidence that:
 - the cocoa beans used to produce the paste were grown in low environmental impact, eco-com-

patible plantations

- producers of the raw material do not earn less than the Fair Trade price

- in cocoa cultivation and processing activities, native cultures and workers rights are respected and there is no discrimination or exploitation

- solvents are not used to extract the cocoa butter.

- only cane sugar is used.

VEGETABLE PRESERVES

- The vegetables used for processing must meet the criteria stipulated for self-certification when selling fruit and vegetable products at Earth Markets.

- The other ingredients used must be locally produced or, at the most, may be regionally produced (excluding sugar, salt and spices).

- The use of dehydrating and lyophilizing agents as well as synthetic aromas is prohibited.

- The use of any kind of preservative, sweetener, additive, thickening agent, gelatinizing agent, emulsifier, stabilizer or coloring is prohibited. Where it is impossible to observe this requirement, the use of natural additives is tolerated.

DISTILLATES AND LIQUEURS

- It is only permitted to sell distillates and liqueurs which are produced using raw materials from the local area according to traditional recipes.

MILK

- Milk must meet the criteria stipulated for self-certification of milk used for dairy products.

- Milk may only be sold if it meets regional food safety and hygiene regulations.

HONEY

- Vendors may only sell honey of their own production.

- The area of production must be located at least 3km from any degraded areas, areas with environmental pollution or areas which might compromise the physicochemical and organoleptic properties of the honey.

- For nectar honey, it is necessary to indicate all the plant species and area of distribution. For honeydew

honey, the insect species is also to be indicated.

■ Only vertically stacked rational hives (moveable frame), permanent hives or nomads are to be used. Honey is harvested from combs without broods or pollen.

■ The only methods for removing bees from the hive are by means of bee escape or blower. The use of repellent substances, including smoke, is forbidden.

■ The premises for removal and processing of honey must have a humidity below 60%.

■ Honey must be extracted from the combs as quickly as possible, using manual or automatic centrifuges, and only when the honey is ripe. Honey

■ must be purified by decantation and/or filtration. Any mixing and crystallization

■ operations must be carried out at temperatures below 40°C for a maximum time of 72 hours.

■ Pasteurization is not permitted; the product may not be heated above 40°.

■ No modification to the vendor's honey is permitted, in particular: no substances of any type may be fed to bees during harvesting; honey from other sources must not be added.

■ Other hive products may be sold, subject to the regulations applying to honey.

OLIVE OIL

■ It is only permitted to sell extravirgin olive oil obtained from olives owned by the vendor and transformed in his or her premises or a local press house.

■ The area of olive cultivation must be local, as defined by the rules of the Earth Market.

■ The variety of olive from which the oil is obtained must be native to the producer's area of origin.

■ The land used to grow the olive trees must be managed so as to cause the lowest possible environmental impact, with synthetic chemicals used only as strictly necessary for specific production needs on an annual basis.

■ Olives must be harvested directly from the tree by hand or with the aid of mechanical equipment. It is not permitted to harvest olives from the ground, to use permanent nets or use abscission products.

■ The harvested olives may only be collected and transported in aerated plastic crates. They may be

stored in dry, cool and well-ventilated conditions for a period not longer than 36 hours, but preferably less than 24, to enable them to be processed by the day after harvesting.

■ Olives must be stone crushed or fed to a traditional crusher.

■ It is only permitted to sell extravirgin olive oil without defects such as fungus, mold or rancidity.

■ Where packaged oil is sold the label shall indicate the cultivar, the date of production and the expiry date.

■ Additional declarations:

■ cultivated area in hectares

■ number of trees

■ annual quantity of oil produced.

BREAD

■ It is permitted to sell traditional bread types from the Earth Market's geographical area, produced using one or more varieties of wheat and/or other kinds of cereals which are typical to or traditionally used in the area of production. If local products are not available, the cereals used must come from as near as possible to the Earth Market's geographical area and in any case no further than the neighboring region. Each phase of production must take place within the area of origin.

■ All the cereals used must belong to varieties cultivated in the area of production for at least 50 years.

■ If the bread is produced using wholemeal flour, in addition to meeting the requirements specified above and whatever the original cereal, it must be derived from the whole grain of the original cereal and not from white flour with added bran.

■ The primary ingredients must be cultivated using certified seeds; fertilizer and phytosanitary treatments must conform to the methods, times and quantities indicated in regulations governing organic or integrated agriculture.

■ All types of bread must use retained yeast or indirect doughs. Leavening may also be achieved using a mother yeast culture obtained by the BIGA method, i.e. using not more than 3% beer yeast as starter to acidify the dough.

■ It is not permitted to use bread-making improvers or aids, additives, stabilizers, preservatives, aroma enhancers, malted flours or malt extracts, enzymatic

aids, lecithin or emulsifiers, colorings, polishes, waxes, artificial aromas or any aroma, even if defined as natural, that does not derive from the natural product whose aroma it is wished to produce.

- The salt used must be marine salt of domestic origin.
- It is not permitted to re-use frozen or partially cooked dough, or any semiprocessed industrial product such as bread-making mix; but bread products must not be produced using low temperature methods (controlled leavening, freezing).
- The following are preferred characteristics for admission to the Earth Market: the use of flour ground at moderate speed using traditional methods; the use of wood-fired ovens.

CHEESE AND DAIRY PRODUCTS

- It is only permitted to sell products obtained using the milk of animals owned by the vendor and transformed in his or her farm premises.
- Products must be associated with the use of cow, sheep, goat or mixed (sheep and goat) milk.
- Animals must be raised under conditions which respect their well-being and welfare, as specified in the conditions for meat production.
- It is not permitted to use silage as feed; vitamins, supplements or buffering agents may not be used during fattening unless prescribed as a treatment by a veterinarian.
- For therapeutic medical treatment, preference should be given to herbal and homeopathic products, whilst antibiotic and conventional veterinary medicines should only be used with a veterinary prescription and when there are no other effective remedies or when such treatments are essential to avoid suffering and discomfort to the animal concerned. When conventional allopathic medicines are used, the legal limit on the time between ending medication and slaughter must be doubled.
- Cheese must be produced using filtered raw milk which is transformed on the farm premises. Neither heat treatment nor pasteurization of the milk is permitted.
- Rennet, where used, must be of animal or vegetable origin. The use of synthetic rennet is not permitted.
- The use of any kind of preservative, additive, color-

ing or milk enzymes (unless self-produced) is not permitted. No chemical treatment of the rind is permitted (anti-mold, anti-mite or paraffin) except where these are traditional (rinds washed or treated with brine, oil, vinegar, tomato etc). Any coating material is only permitted if traditional for a particular type of cheese.

- The following are preferred characteristics for admission to the market: The use of milk from native breeds; predominant use of pasture feed (daily/seasonal) and/or local hay; maturing in natural, or non-heated locations, with constant temperature and humidity.

BAKED PRODUCTS, PASTRIES, BISCUITS AND CAKES

- The ingredients used for the product must be of local origin; where it is impossible to source them in their historical area, they must come from within the same region or a neighboring region (unless they are ingredients that are necessarily and historically from abroad, e.g. vanilla, cocoa or coffee).
- It is not permitted to use bread and pastry improvers or aids, additives, stabilizers, preservatives, flavor enhancers, malted flours or malt extracts, enzymatic aids, lecithin or emulsifiers, colorings, polishes, waxes, artificial aromas or any aroma, even if defined as natural, that does not derive from the natural product whose aroma it is wished to produce. It is not permitted to use freeze-dried or frozen eggs.
- It is not permitted to use any semi-processed industrial product such as pastry mix.
- It is not permitted to use margarine or hydrogenated fats.
- It is not permitted to use oils obtained through the use of solvents, or to use refined or emulsified lard; it is permitted to use pure lard, i.e. lard obtained without any chemical treatment.
- The raw materials must be of high quality and obtained using traditional methods as far as possible, if this is possible and beneficial for the final product.
- For pastries, biscuits and cakes of “traditional peasant type” which require some rising, it is required to use mother culture or natural yeast obtained from the acid dough kept by the artisan producer (made from flour, water and any lactic or fruit acid activators) which are periodically “refreshed”. It is not

permitted to use artificially heated environments to force this rising.

- Processing methods must be specified for each form and type of typical pastry, biscuit or cake. In particular, the ingredients and their origin must be indicated if they are a distinguishing constituent.

- The final product must be preserved naturally without the use of chemical substances.

- The following are preferred characteristics for admission to the Earth Market: the use of raw materials that have been obtained using traditional methods (for example: stone ground flour); the use of original raw materials and not semi-processed materials prepared by external third parties; the sole use of natural yeasts; the use of self-produced jams and preserves or ones from local artisan producers; the use of natural jellies.

FISH AND SEAFOOD

- Vendors may sell fresh or processed fish and seafood historically common in the fishing area and traditionally consumed by local people.

- Produce must be caught: using fishing methods traditionally used in the local area for the species in question; using highly selective fishing methods which reduce by-catch to a minimum; during the fishing season, which must respect the development cycle of species and avoid putting their survival at risk in the relevant area.

- Where aquaculture is involved, the farmed species must be a local native species which has distinctive physical and organoleptic characteristics only within the area and which requires aquaculture methods for it to be maintained and increased. Fish feed used must on no account contain: animal meal not derived from fish/seafood species, plant foodstuffs containing genetically modified organisms, industrial processing waste. Water used for fish and seafood farming when analyzed must not contain high levels of sulfides or sulfates, various phosphorus or nitrogen oxides, magnesium or iron salts, chlorides, etc. or be contaminated by pesticides or heavy metals. Any treatment of the water inside the facility must only be carried out if there is a serious risk for the entire fish/seafood population and human health. The time between catching and processing the catch must not be greater than 6 hours.

- The catch must be preserved and processed using traditional historical methods for the area. It is not permitted to use any type of preservative, additive or colorant during processing.

CURED MEATS

- It is permitted to sell cured meat obtained from locally raised animals, or if not available in sufficient quantity, from neighboring areas situated within the same region.

- All cured meats must be produced by the vendor, and each stage of production must take place within the Earth Market's geographical area.

- Products with the following characteristics are preferred: obtained from native breeds; obtained from animals raised in the Earth Market's geographical area; obtained from animals raised in a wild or semi-wild state; obtained from animals fed with locally-produced or self-produced fodder; aged naturally.

- The animals must be raised under conditions which respect their well-being and welfare as specified in the conditions for meat production.

- For therapeutic treatment, preference should be given to herbal and homeopathic products, whilst antibiotic and conventional veterinary medicines should only be used with a veterinary prescription and when there are no other effective remedies or when such treatments are essential to avoid suffering and discomfort to the animal concerned. When conventional allopathic medicines are used, the legal limit on the time between ending medication and slaughter must be doubled.

- Pigs must not be slaughtered before 12 months of age.

- The ingredients used for treating the meat must all be natural and from the area where the cured meat is produced (except for spices and salt). The only preservatives permitted are E250 (sodium nitrite) and E252 (potassium nitrite), used with added citric acid.

- It is not permitted to use starters, sugars, milk whey or casein products, flavor enhancers.

- Natural aging methods must be used, initial aging in cells is permitted.

- Natural casing must be used and molds must also be natural. The salt must be marine salt of domestic origin.

EGGS

■ Vendors may sell eggs that meet the same criteria as specified in the section for meat, as regards animal husbandry, origin, feed, preferred characteristics and therapeutic medical treatment.

FRESH FRUIT AND VEGETABLES

■ Vegetable species and/or varieties that are native or traditionally cultivated in the production area and the season may be sold.

■ Material used for reproduction must be selected and healthy and should preferably be produced by the producers themselves or in certified centers for reproduction that can guarantee the material belongs to the variety or ecotype in question.

■ Cultivation must only be carried out through manual or mechanical methods which have a low environmental impact and are environmentally friendly.

■ Fertilizers must be mainly manure or other organic fertilizers and good practice codes for agronomy must be observed in order to maintain the fertility of the soil.

■ Control of adverse events and weeds must be implemented, above all, through the use of good agronomic methods (physical and mechanical). The products used for protecting crops must ensure a low environmental impact and must follow the methods, timescales and quantities specified by current regulations for organic and integrated agriculture.

■ The use of hormones or other stimulants, accelerators of growth, maturation or other particular phases of the plant lifecycle are not permitted.

■ In the post-harvesting phase, it is prohibited to use chemical substances; only physical methods are permitted for the conservation of products.

■ All products sold must have no phytochemical or fixed residues.

WINE

■ The product may be bottled or sold by measure, but must be labeled.

■ Wines must be produced by local producers, as defined in the rules for Earth Markets.

■ Only producers owning or leasing vineyards are allowed to sell at Earth Markets.

■ Wines must be produced from grapes traditionally cultivated and with a historical presence in the Earth Market's geographical area.

■ The wines offered for sale must be listed in the Slow Food Wine Guide; other wines will only be admitted if approved by a Tasting Commission nominated by Slow Food.

■ Wines must have a designation (IGT, DOC, DOCG); however the Tasting Commission has discretionary power to admit table wine of particular merit.

■ Maximum annual production declared does not exceed 150,000 bottles/year.

■ Wines are preferred if they use "light" winegrowing methods: organic, biodynamic, integrated approaches.

■ Only physical winemaking techniques are permitted and any use of chemical methods is prohibited, except for sulfite. It is not permitted to use additives or artificial enhancers, GM yeasts, or wood chips for aging.

It is not permitted under any circumstances to use GMOs in any phase of production or in animal feed.