

REGULATION

Contest

The Food is Culture* project wishes to communicate to European citizens that the **food heritage** is one way of expressing their **belonging to Europe** and having a better understanding of the **wealth and uniqueness** of its **cultural diversity**. It is important to work to protect our shared food heritage and to valorize it. This commitment was undertaken years ago by **Slow Food**, which has pursued it since then by collecting a list of local foods that are disappearing in Europe and the rest of the world, and cataloguing them through its [Ark of Taste](#).

The project involves the production of a **multimedia work** dedicated to the European food heritage, which will circulate in a number of European museums, a **call to action** for **European chefs, students and citizens**, the creation of a **living library featuring stories of migrants** and an **appeal to the European and national institutions** to devote greater priority to the protection of the European gastronomic and cultural heritage in their political agenda.

An online communication will ask Europeans to nominate for entry in the Slow Food Ark of Taste catalogue food products that belong to the culture, history and traditions of their respective local areas, at risk of extinction as a result of industrialization, agriculture, genetic erosion, the transformation of eating habits, climatic change and the abandonment of rural areas.

The aim is to raise public awareness of the importance of preserving and promoting food diversity, and encouraging citizens to become acquainted with the European food heritage, the productive context underpinning the products in question, and the important role played by producers as custodians of such an inestimable treasure.

How to take part

Anyone can nominate a product without being an expert and without having any special qualifications, irrespective of profession, age and nationality. Everyone can unearth traditional foods by talking with old people, cooks and shopkeepers, or directly with producers.

The campaign will be launched on October 7 2019 and will close on March 15 2020.

It will be possible to take part and nominate a product by filling in the form available online at <https://www.fondazioneSlowFood.com/en/what-we-do/the-ark-of-taste/nominations-from-around-the-world/nominate-a-product/>

Characteristics of products nominated

Applicable products should be:

- interesting from the gastronomic point of view and may include: domestic species (native plant varieties, ecotypes, breeds and populations), wild species (only if associated with traditional harvesting, processing and customs) and processed products.
- of high sensory quality. Quality is defined by local customs and traditions.
- linked to a local area, memory, the identity of a community and local traditional skills.

- produced in limited quantities.
- at risk insofar as it is the result of supply chains or fragile environmental contexts that might be compromised by social, environmental and economic factors.

The criteria take account of diverse local realities and respect the social, geographical, economic and political differences of the communities that preserve them.

For further information, visit

<https://www.fondazioneSlowFood.com/en/what-we-do/the-ark-of-taste/>

<https://www.fondazioneSlowFood.com/en/what-we-do/the-ark-of-taste/faqs/>

For enquiries, write to

ark@slowfood.com

Evaluation criteria (annex grid)

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|--|---------------------|
| Completeness of information in form | From 1 to 10 points |
| Risk of disappearance | From 1 to 10 points |
| Strong link with local community | From 1 to 10 points |
| Product linked to traditional skills and techniques involving notable manual dexterity | From 1 to 10 points |
| Availability of a recipe | From 1 to 5 points |
| Availability of an interview with the producer | From 1 to 5 points |
| Availability of photos of product | From 1 to 5 points |
| Strong link with an indigenous people | From 1 to 5 points |

Selection and award

At the end of the campaign, a jury will assign points to all the nominations received and name the most interesting product.

The winner's prize will be a Slow Food Weekend in the Langhe and Roero hills in Piedmont, Northwest Italy (May/June 2020).

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