



# To label or not? Values and intentions of Slow Food projects on endangered foods

Mariagiulia Mariani, Slow Food  
Postdoctoral Research Associate, CIRAD

Forum ODT  
October 7th 2020

# Plan of the presentation

- Quality according to Slow Food
- Presidia projects on endangered foods
- Narrative Labels for transparent information
- Which intentions?
- Which consumer expectations?
- Comparing with other quality schemes (GIs)

# Slow Food

Since 1986, from **pleasure** to **ethics**

– SF Foundation for Biodiversity (2003)



# SF multilevel concept of quality

- “good, clean, and fair” (Petrini 2005)
- technical, environmental, and social dimensions of food production and consumption



# Presidia, a model for transition

- innovative systems
  - endangered foods
  - sustainable models
- since 2000
  - 600 in 78 countries
  - strengthening producers organisation
  - preserving traditional practices
  - linking producers with consumers



# Presidia main features

- private system
  - initial selection
- code of practices as learning process
- 1<sup>st</sup>, 2<sup>nd</sup> level certification
- registered label where market value
  - IT, CH, BR, MX, DK, NL; coffee, sugar, cocoa (CS America)



Slow Food<sup>®</sup>  
**Presidio**

The logo for Slow Food Presidio features a red stylized snail icon above the text. The words "Slow Food" are in a black serif font with a registered trademark symbol, and "Presidio" is in a bold red sans-serif font.

# Narrative Labels for transparent labeling

## Quality as narrative

*“Only a narrative can restore a product’s true value”*

- Product  
(origin, organoleptic, nutritional)
- Territory
- Production techniques  
(fishing/farming/processing)
- Processing
- Production period
- Tips for use or storage

## NARRATIVE LABEL

### Basilicata Podolica Caciocavallo

#### PLACE

The farm is in Rivello (province of Potenza), at around 1,500 meters above sea level, in the Appennino Lucano-Val d'Agri-Lagonegrese National Park.

#### ANIMALS

Around 100 cows, Podolicos and first-generation Podolica crosses. Almost all year round, the animals graze on the farm's circa 380 hectares of pastureland. During the winter and calving periods, they are given a supplement of legumes, grains and forage produced primarily by the farm.

#### PROCESSING

Basilicata Podolica Caciocavallo is a stretched-curd cheese made from full-fat, raw milk from Podolica cows. The morning's milk is mixed with a whey starter and solid kid or lamb's rennet. The curd is then broken using a wooden ladle (known as a ruotolo) and left to rest in the whey, before being drained, cut into slices and immersed in almost-boiling water in a wooden tub. The curds are stretched by hand and the cheese formed into the characteristic pear shape with a little head. After a brief dip in cold water to firm up the curds, the caciocavallo is salted in brine.

#### AGING

The cheeses are tied in pairs by their necks, then hung up along a stick to dry in the production workshop before aging in natural caves for at least six months.

#### PRODUCTION PERIOD

From February to September

*The narrative label is a Slow Food project and describes the product, its producer and the production process.*

AZIENDA AGRICOLA Francesco Pecorelli

Contrada Monticello - Rivello (Pz)

Tel. 339.6811953 • email: caseificiopecorelli@gmail.com



# Narrative Labels main features

- **legal value**: not a replacement of the legal label, but an addition/extra
- **control system**: claims are issued by the producers (self-certification)
  - information should be verifiable
- **environmental impact**: assessment of lifecycle based on sustainability indicators





# Mora Romagnola

## MEAT

**Pig Breed** - Native to Romagna  
**Characteristics** Dark brown coat, almost black, almond-shaped eyes. Very long tusks, particularly on the males, giving them a boar-like appearance. The ears hang forward (behind the crest) more the bristles along the spine along its back (behind the crest) is accentuated, the purer the breed. A sow produces around eight piglets per litter, and has two litters a year.  
**Unusual fact about the farm:** The pigs listen to classical music as they graze.

**Producer:** Azienda Agricola Zavoli Saludecio (RN)  
 www.aziendaagricolazavoli.com

**Farm area:** 29.5 hectares  
**Grazing area:** 4.5 hectares  
 made up of 3 hectares of forest and 1.5 hectares of pasture

**Average weight per pig:** 150 kg  
**Age:** 15 months

**Meat yield:** 80%  
 One animal yields 120 kg of fresh pork with bone

**Production area:** Emilia Romagna  
 Provinces of Ravenna, Forlì-Cesena, Rimini

**Number of pigs per year:** 77

**Diet:** Organic  
 Bran, barley, feed beans and peas  
 Produced on the farm  
 14.5 hectares of arable land for feed production

**Other feed:** GMO-free corn, leftover bread and vitamins.  
 Weaning with pellets (corn, barley, soy bran, supplements and dairy products)

Equivalent to the CO<sub>2</sub> emissions from travelling 20 km by car



An evaluation example of the carbon footprint of the Mora Romagnola pig

1 10-KG PROSCIUTTO

Farming 114 days of gestation, 1 month of natural nursing indoors, 2 months of weaning with pellet food. Transfer to small grazing enclosures outdoors for 2 months (1 piglets weighs around 30 kg). Feeding with mash until slaughtering. For 8 months, grazing with free access to indoor shelter. Last 3 months (finishing phase) indoors. This phase has the greatest impact, due to enteric fermentation and stall waste (57%). Animals live longer than those on conventional breeding farms.



**Processing**  
 Slaughtering takes place in Mercatelle (RN) and processing on the farm. Salting with Cervia salt lasts from 24 to 48 hours. The washed and dried hams are left to rest for a week, then seasoned with salt and pepper. They age for 10 months in a prosciuttoificio (consumption not recorded). After being brought back to the farm they age for another 10 months.

82,3 Kg

82,3 kg JAMBON CONVENTIONNEL 89,5 kg

Saving -7.2 kg equivalent to the CO<sub>2</sub> emissions from travelling 20 km by car



\* data from scientific literature  
 Basset-Mens et al., 2006  
 other data:  
 88.5-116.5 kg CO<sub>2</sub>e  
 Lesschen et al., 2011  
 Williams et al., 2006



# SF labeling intentions

- defense of cultural **biodiversity**, *gastronomic*
- **sustainability**
- **engagement** with consumers
- increase **social appreciation** of producers



# Consumers expectations

- a **daily and local** battle to save biodiversity
- being a **Co-Producer** – shared responsibility
- use of **senses, pleasure** for knowing



# SF vs GIs labeling modalities

## Commonalities

- Mediation food/people, producers/consumers
- Generating trust (*Giddens 1991, Fine 2002*)
- Also in the Global South
- Code of practices (geog. cult. area, traditions)

## Differences

- Objectives
- Access, regulation and control system
- Types of consumers
- Scale: for a niche?

# Overlapping of quality schemes

- Presidia may complement or oppose other quality schemes (GIs)
- Sustainability of practices → not requirement of organic label



# Conclusions

Quality labels guarantee food origin, quality

*but*

- Quality as social construct, not essential
- Values and rules negotiated
- Labels tend to fix, SF values **flexibility, narration**
- Excess of information vs **community engagement**