



Slow Food®
Earth Markets

Project guidelines



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INTRODUCTION

Slow Food's Earth Markets project was born in 2004 with some priority objectives:

- To make accessible short supply chain products, locally produced, seasonal, with respect for the environment and workers' rights.
- To create market opportunities for small-scale producers, normally excluded from conventional sales channels.
- To promote meaningful dialogue between producers and consumers.
- To become places of exchange of know-how, of transmission of knowledge, of education on proper nutrition and taste, and of spreading awareness about global and local food systems.
- To develop a sense of community.

In 2017, the 7th International Slow Food Congress (2017, Chengdu, China) launched a new entity: **the community**-an organizational model capable of bringing together people who share the values of the movement and who want to develop activities with common goals.

The community is the new local organizational form, which complements Slow Food's historical form (the convivium) and has the same political representativeness as the latter.

Slow Food's Earth Markets have as their founding principle the sharing of common goals by different stakeholders, primarily producers, but also institutions, volunteers, cooks, teachers, etc. They are, therefore, the Slow Food Community par excellence.

Slow Food has also taken important steps regarding its communication. Instead of each project having its own logo, today every project will be unified using one singular symbol: the Slow Food snail.

This requires replacing the existing Earth Markets trademark in use with the snail that accompanies the words "Earth Market".

The Slow Food snail represents a priceless heritage of values. It is, therefore, a great and new opportunity for producers and an important occasion to relaunch the Earth Markets project.



EARTH MARKET

INTERNATIONAL GUIDELINES

This document establishes the guidelines for starting and managing the project at an international level, so that the development of Slow Food's Earth Markets network around the world is consistent with the values of the movement and represents an effective vehicle for its campaigns and vision of the future.

These new indications confirm the aims of the original project, but highlight more strongly the specificity of Slow Food's market from other market experiences, reinforcing the slogan that has always characterized it: **"It is not just any old market"**.

Slow Food's Earth Market protects and promotes agro-food **biodiversity** by creating a commercial channel for local ecotypes, suitable for a more limited demand, aggregating the offer of small producers and artisans who safeguard the culture and manual skills of good, clean and fair production chains. It is, therefore, important that Slow Food's projects to safeguard biodiversity (Ark of Taste and Slow Food Presidia, Slow Food Cook's Alliance, School and community Gardens) are involved and communicated with particular attention in Earth Markets.

The Earth Market stalls are the showcases of our ideas. The Earth Market is a matter of **advocacy**: purchasing is a political act, a concrete and daily tool to counter problems of enormous magnitude, from the climate crisis to the loss of biodiversity. The Earth Market is a fundamental element in the creation of local food policies and can show institutions and civil society another way to sell and buy.

The Earth Market supports the local economy, giving space and a voice to small-scale producers, who can tell the consumer directly who they are, how they produce, how they form prices. Their physical presence is the answer to the reduced transparency of labels. The Earth Market gives value to their choices and commitment.

Slow Food's Earth Market is a place to provide consumer **education**¹ through friendly discussions, encouraging exchange, and building relationships between all the players in the supply chain, from the producer to the volunteer, the consumer, and the cook. The Earth Market fuels this educational process whenever possible, offering experiential tasting and in-depth learning activities for the community (from market customers to families and schools).

Joining the project involves the commitment of the Earth Markets to facilitate and develop initiatives for the protection of biodiversity, to share fundraising activities with Slow Food each year to support the association's projects (Gardens in Africa, Slow Food Presidia, Ark of Taste or other initiatives) and to disseminate and support Slow Food's campaigns.

1. Slow Food has developed a Manifesto on Education, you can download it [here](#).

Slow Food's Earth Market is an international project and is an expression of place and people from different cultures, yet linked to a common vision. Just as in natural ecosystems, this biodiversity of approaches is a strength that produces wealth and resilience within the network of Earth Markets.

Slow Food's philosophy can be promoted with different forms (from the urban open-air market, to the local market, to the covered market, to itinerant forms) and with various complementary and auxiliary tools (from direct sales to the market, to the buying group, to home delivery, to e-commerce).

The name of the market is communicated on the website of the Slow Food Foundation for Biodiversity together with the references of the market coordinator. The official list of Earth Markets is available on the website, along with the [reference data](#).

PROJECT NAME AND TRADEMARK USE

The project has a single name (Earth Market) and brand at international level so that the communication of the project is clear and effective.

The choice of a name other than "Earth Market" is not possible. Translation into the various languages is allowed.

The Earth Markets project trademark is as follows:



The brand attributed to the individual Earth Market is as follows:



If a market that corresponds to a single Slow Food community takes place in an itinerant form over several territories, it is possible to apply for the following label, with the words “Earth Markets” in the plural:



The Earth Market trademark is derived from the registered trademark “Slow Food®” which Slow Food has the right to grant for use for national Slow Food associations or other organizations recognized by international Slow Food that in territories where Earth Market projects are planned.

The Earth Market coordinators can use the Earth Market trademark on the Earth Market’s web/social site and on promotional materials prepared for the event (brochures, roll-ups, tents, posters, etc.) subject to signing the Trademark Use Policy and written authorization from the national Slow Food project coordinators.

The Slow Food Earth Market Trademark cannot be affixed to a food product or the packaging of a food product. The authorization to use the trademark must be renewed every three years, with the updating of the Earth Market Community.

In the absence of renewal application, failure to comply with the project guidelines, lack of or no market participation in the initiatives and commitments of the project, the authorization lapses and the market is automatically suspended from the project.

COMMUNICATION

The project is identified internationally by a common brand and graphics that can be adapted to the needs of individual national associations, with the collaboration of the Slow Food International graphic design office.

Slow Food provides the Earth Market and the Slow Food association with a graphic kit containing examples of stands, posters, brochures and PowerPoint in various languages.

The materials are provided in PDF format, or in formats suitable for printing, but are not provided in printed format.

STARTING THE PROJECT

The project can be launched wherever there is interest in creating a market adhering to these International Guidelines.

The request for formalization within the Earth Markets network can be submitted directly to the Slow Food Foundation for Biodiversity.

The Slow Food Foundation, in agreement with any national coordinators present, will evaluate the application.

Finally, the International Executive Committee must approve the application to start the project (or provide a reasoned justification if it does not accept the application).

SLOW FOOD COMMUNITIES

Slow Food is a network of local communities that brings together those who recognize themselves in their philosophy and projects, and those who represent and promote a system based on knowledge, relationships, inclusion, emotional security and democracy.

Earth Markets must also form a community that brings together different local players: first and foremost, producers, but also local administrators, associations, cooks and market customers.

To officially establish a Slow Food community, it is necessary to sign the founding declaration, which can be found [here](#).

Each community identifies a spokesperson, who usually coincides with the local contact person for the project.

THE PRODUCERS

The selection of producers must be made on the basis of the **“Criteria for the selection of exhibitors”**, the document that Slow Food uses to select the producers, divided into the main supply chains, who participate in Slow Food events (e.g. Terra Madre Salone del Gusto, Slow Fish, Cheese).

It is a unique document of international value that, **at a national level, can be integrated with the characteristics of local supply chains and the inclusion of stricter rules**. Any additions or changes necessary to adapt the international guidelines to the national context must be communicated to the Slow Food Foundation for Biodiversity for approval. Each market is required to include, as an attachment to the application for admission to the Earth Markets network, a request for any exceptions in relation to the specific context.

EARTH MARKET RULES AND RELATIONS WITH OTHER PARTIES

Slow Food's market management can adapt to different contexts and needs in each territory, provided that certain **common rules** are observed:

- A. The Earth Markets **are intended exclusively for producers**. Therefore, retailers cannot display and sell products. As far as certain supply chains are concerned, in compliance with the indications contained in the "**Criteria for the selection of exhibitors**", this includes cheesemongers, butchers, bakers, etc. The organizers of the event will evaluate the possibility of granting exceptions to this point in the case of particular subjects (e.g. buyers and retailers who are part of the organic and fair trade circuits or other similar distribution). Craftsmen of non-food products are admitted by referring, where possible, to points **d); e); f); g)** of this list and only if their processing is closely linked to the local agro-food chain. Their presence on the market must be limited to a maximum of 20%.
- B. There should be a minimum of 10 producers in order to start an Earth Market. The Earth Market must guarantee as much as possible a varied and complete offer, especially of products of daily consumption, from fresh fruit and vegetables to bread, dairy products, meat, eggs and preserved products. **The minimum number for the activation of the market is 10 producers.**
- C. Earth Markets **must be organized periodically**, at least once a month or for a continuous period of at least 6 months (in the case of seasonal markets), but a weekly frequency is desirable and recommended; they must always be the same place and at the same times.
- D. The packaging of the products must be **minimal, easily decomposable, compostable, recyclable or reusable**. Disposable plastic products or tools may not be used. Market displays may use only compostable items or items made of natural materials (wood, glass, vegetable fibers, etc.) that may be recycled if possible.
- E. Those who participate in the market must describe their work in **as much detail as possible**: either on the label or with a sign displayed on the stand. Ideally, the descriptions should have a story about the product.
- F. Market producers must be selected according to a **principle of proximity**, which varies according to the territorial, logistical, and production context. With the same characteristics, the local producers who are physically closest should have priority in selection, but Slow Food's Earth Market is also a place of solidarity, where producers from one Earth Market can occasionally host producers from other Earth Markets to supplement their offer or provide support in difficult times. Products in the Earth Market are to be arranged according to the distance from the Market, the closest farms are placed closest to the entrance.
- G. Within the Earth Markets there must be moments of **education and awareness** of Slow Food's philosophy, such as, for example, taste workshops, cooking demonstrations, children's activities, education on daily food purchasing, and so on.

Earth Markets are a platform for multiple collaborations, trade associations, public and private bodies, etc. For this reason, the creation of a **“Market Management Committee”** is desirable, as a result of the close relationship between the Slow Food Market Community and the organizations and associations involved in the project.

Adherence to the Earth Market project by different parties necessarily presupposes that these Guidelines are shared and that the *Criteria for the selection of exhibitors* are respected.

PROJECT MANAGEMENT

The project is managed autonomously by national associations or by the same bodies that promote the launch of Earth Markets in a given country, which are responsible for ensuring compliance with these Guidelines, the correct use of the brand by the participating Earth Markets and for coordinating the Earth Markets carried out in their territory.

At national or regional level, it is possible to define specific rules adapted to the local territory, and the social and cultural context, in addition to the International Guidelines (e.g. stricter or additional rules, relating to products from specific supply chains, campaigns on which the project is intended to focus, specific management methods, etc.).

Slow Food (international headquarters in Bra, Italy) is in charge of:

- Conducting at least one field visit to assess the start of each new Earth Market and other subsequent visits in case of problems (doubts about the coherent development of the project, changes to the Earth Market’s activity plan, problem solving, requests for intervention by the project representatives). The visit can also be carried out by delegates.
- Supporting of the national associations (or other recognized organizations) for the launch of the project and the ratification of any additional rules provided by the individual national entities.
- International communication (updating of data on the website, social media, graphics creation, and communication materials for markets, etc.).
- The coordination of initiatives, exchanges, and international events.

The national Slow Food association or, in its absence, the other Slow Food organizations recognized as the national representatives of the project will take care of:

- Project management at national level.
- The organization of national events.
- The production of specific updating materials.

- Fundraising aimed at supporting projects of the network, both at international and local level.
- The communication of the project at national level.
- Updating the list of markets and data published on the national website so that it is consistent with the international list on the Slow Food Foundation website.
- The control and monitoring of the project, ensuring that in its own territory the market project follows the guiding principles of these International Guidelines.

Slow Food's territorial bodies (Convivia, Slow Food Communities, or regional coordination entities, depending on the country) are in charge of:

- The selection and monitoring of producers, visiting their farms regularly at least once a year.
- The production of an **impact report**, the Slow Food Community's annual report to inform about market activities and assess their impact.
- The collection of the documentation required to join the project.
- The communication of any changes related to the project (reference contacts, descriptions for the site) and the interruption of activities.
- The organization of events at local level.
- The coordination of initiatives involving producers at local level and the dissemination of communication campaigns.
- The support of producers in continuous improvement processes through training activities and exchange of good practices.

If there are no local organizations in the areas where the Earth Markets operate, their functions will be carried out by the national Slow Food associations in the form they wish.

The Executive Committee of Slow Food International, which has evaluated and approved these Guidelines, as a last resort can manage and decide on any conflict situations that cannot be resolved at local level and national (or regional) situations that are outside the established international framework.

Derogations and possible variations to the International Earth Market Guidelines may be granted after ratification by the Slow Food Foundation for Biodiversity, and subsequent approval by the International Executive Committee.



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