

# **SLOW FOOD and the Digital Cook map**

## **Good practice by COSV**

### **Introduction**

Slow Food envisions a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet.

Our approach is based on a concept of food that is defined by three interconnected principles: good, clean and fair.

**GOOD:** quality, flavorful and healthy food

**CLEAN:** production that does not harm the environment

**FAIR:** accessible prices for consumers and fair conditions and pay for producers.

### **Mission**

Slow Food Bitola through different activities, acts for permanent change of the food system and participate in the building of a new gastronomic culture based on traditional Macedonian cuisine, various agricultural products from local farmers and transmission of traditional knowledge to new generations. Through education, new generations learn how to respect traditions, plants, animals, fertile soils and water, from which food comes.

### **Strength**

For Slow Food, food represents the coming together of many different aspects which interact with each other. Imagine a large tree, with deep roots that extend in all

directions, with a thick trunk and branches that reach upward, laden with leaves, flowers and fruit.

The roots are securely anchored to a region, a climate, an altitude, a certain exposure to the sun and a specific mosaic of vegetation types.

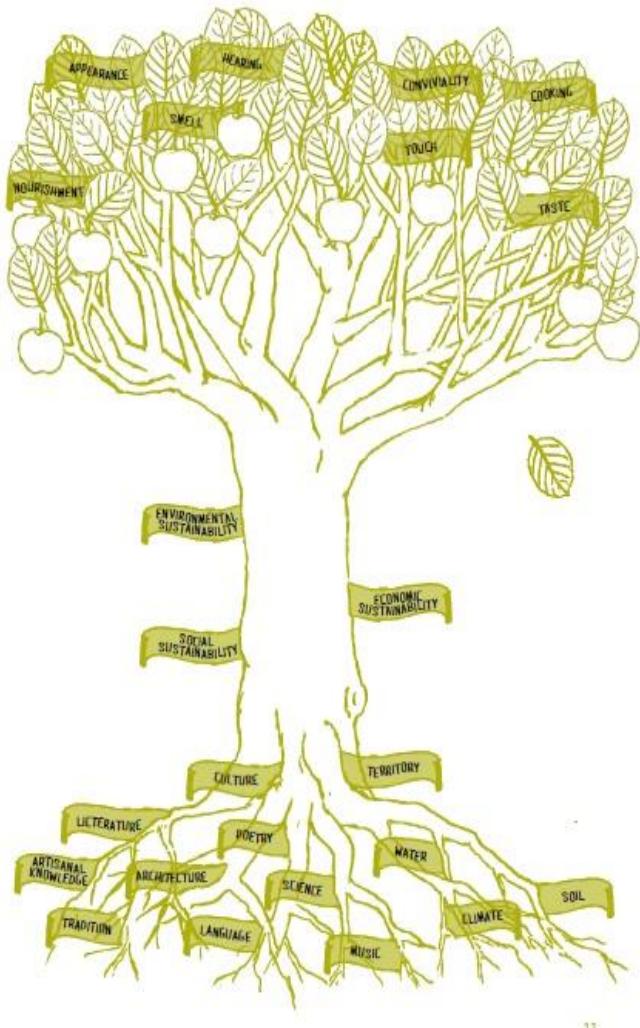
But a region is not only soil, climate and geography. It is also culture, knowledge and artisanal techniques and how they interact with the landscape, the animals, the crops and so on. These have a history, and this continuity is an important part of small-scale food production. And there are many other roots that go down and spread outward in all directions: food is the expression of a language, music, poetry, community rites.

The roots are deep, and in their journey they cross with those from other trees, bringing them into contact with different cultures, languages and histories. These underground meetings enrich our tree.

From the roots, we move upwards. The trunk of the tree represents the support necessary for good production: fair for workers and clean for the environment.

Then there are the branches, flowering and full of fruit, that represent taste, smell, sight, touch; cooking, which can be traditional or innovative; all that which makes food a desirable experience. Food is also nutrition, with vitamins and minerals, proteins, carbohydrates and fats. It is physical and spiritual balance.

Slow Food considers all these elements together as a balanced whole.



## Ark of Taste – The Field research in Macedonia

Every product represents seed, the earth, culture, environmental and social sustainability, nourishment and taste.

The Ark of Taste is an online catalogue of foods at risk of disappearing that are a part of the cultures and traditions of the entire world.

Slow Food Bitola in the past four years have made a field research on the whole territory in Macedonia and our team mapped 70

indigenous products (plant varieties, animal species and processed foods) which are facing the risk of extinction .

All of these products are part of the history and the tradition of the food communities and the small scale producers who are the true and last guardians of the traditional knowledge and the biodiversity.

Our mission was not to create a seed bank we collect all of the information's about the products the small scale producers which are part of these food communities in the rural areas and we put them on the on line catalogue – The Ark of Taste.

From the list of 70 products that are mapped and are result of the field research we succeed to put 36 product on the on line Ark of Taste catalogue.

## Weakness

One major weakness of the Ark of Taste as a digital tool is the little known of the project its availability and easy use.

## Opportunities

The Ark was created to point out the existence of these products, draw attention to the risk of their extinction and invite everyone to take action to help protect them: by seeking them out, buying and consuming them; telling their story; supporting their producers; and, in some cases (such as the case of endangered wild species at risk of extinction) promoting their conservation and reproduction.

The overall objective is not to create a seed bank, a collection of genetic material or museum to exhibit traditional knowledge, but to rediscover and give value to these

resources in order to support local economies.

Each of us has our own channels, experiences and networks. We need first of all to reflect and recall if we have come across a particular product in our professional or personal lives that is no longer present on the market or is available only in small quantities.

### Who can nominate products?

Everybody not just the experts, directly on the Ark of Taste web site.

#### Формулар за номинација

Име на производот\*  
Наведете го името на производот, како што е познат во областа на потекло\*

Доколку името на производот е на локален дијалект, ве молиме наведете го името на македонски јазик.

Категорија\*  
 Теа - Чавчи  
 Билки и зачини  
 Вино  
 Вински оцет  
 Десертирани пирожац и ликери  
 Житарици и брашно  
 Зеленчукови ратенија  
 Инсекти  
 Кајао  
 Кафе  
 Конзервиран зеленчук (чесни, соусови, соусови)  
 Конзервиран производи од риба (сушена риба, солена риба...)  
 Леки и печени солени производи  
 Лека, месувачка, зрнеста храна

Земја на потекло\*  
Опис на производот\*  
Доколку стапува збор за **растение**, описете ја неговата форма, текена, боја, вкус итн., во кој период и во кој начин се нејзе. Во притој на одредена сорт на растенија (на пример, **не можеме да кажеме дека тоа е само домаш**), мора да се напомене дека тоа е специфична сорт, карактеристична за одредена територија, за чие засадување се користат локални семиња и со тоа растенија се припираат специфични рецепти.  
Во случај на **животински рас**, описете ги карактеристиките на животинот - големина, форма и розовот, боја на кожата покривала/зрното, итн. и **на која цел се одгледуваат**, што указува, исто така на тоа какви производи се добиени од него (месо, сирење итн.).  
Ако е тоа е **премерен производ**, описете на кој начин се производи, вклучувајќи и различните постапки на производство и наведете ги сите состојки кои се производат **локално**. Дали производот е поврзан со специфична сорт (на пример доколку стапува збор за леб, треба да се поточи да ли тој е направен од посебен вид на личинчи или специфичен вид на рж) и когато тоа раса (доколку е тоа сирење или преработка на месо, дали е произведена од македонско или месо од поканите животински раси)?  
Доколку стапува збор за сирење, проверете дали е направено од сиропот или мелко. Доколку знаете, набројте ги и описете ги сите **традиционални јадења** поврзани со производот.

Историја на производот  
Доколку ѝ е познато, ве молиме наведете познати историски факти поврзани со производот (дали постојат локални фестивали поврзани со производот; поговорки, народни обичаи и тд)

Историска производна област\*  
Наведете ја географската област во која производот се произведува (име на градот, селото и тд)

Процентите во количини се произведува производот?  
 Масло  
 Мед и производи од мед  
 Месни производи и месни сподрени производи  
 Рафинирана сировина  
 Риба  
 Свека и сушено овошје  
 Сирење и млечни производи  
 Сол  
 Сорти на грозје  
 Тестенини  
 Торти и котлети  
 Шара и ферментирани пирожац  
 (рабесков оцет, медовина)  
 Друго

Дали производот е наменет за продажба на пазарите?

Или се користи само за домашна консумација?

Поради која причинка на горе наведениот производ или сорт/раса, му се заканува опасност од исчезнување?

Име и презиме на подносиотелот на апликацијата\*

Телефон\*: \_\_\_\_\_ Е-майл: \_\_\_\_\_

Наведете ја причината поради која ќе номинирате производот

Прашаникот кој се облекува со \* се задолжителни за одговорство, без нивно пополнување вештачката апликација нема да биде разгледана.

Во овој простор можете да додадете било какви дополнителни информации и документи за производот што го номинирате: листи и контакти на производители и готвачи кои го користат овој производ, текстови, статии, слики, линкови до веб-сајтови, видеа, итн.

Овој прашаник претставува основна форма преку која еден производ може да стане дел од каталогот на производи на Арк на Вкусот. Доставената апликација ќе биде разгледана и оценета. За запознавање на други проекти (како што е Президиум), потребни се посебни информации кои ги работите при посета на производите и по употреба на специфични прашаници.

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Nominations appear on our website after a first selection; Then the International Ark of Taste review the applications; Once approved, they are on board.

Registering a product, or a set of products - onto the Ark of Taste can be the starting points of many other activities.

## Threats

Plant and animal species are to be found onboard the Ark, but also processed products, because, together with plant and animal biodiversity, cheeses, cured meats, breads and sweets, expressions of farmers' and artisans' knowledge are also disappearing - knowledge that exists not in written recipes, but as complex and rich skills and practices passed down through generations

## Which aspects are transferable?

The whole experience gained from the Ark of Taste is transferable in a therm of knowledge and also in a therm of digital skills gained from the field researches and connections with the people from the rural areas.

In the course of time, this project is sure to become a precious heritage for communities and for all those who cherish the common good of shared skills and knowledge — a tool and a method of civil 'participation'.

For centuries peasant communities maintained and handed down the ideal value of participation, the sharing of the fruits of the earth.

The time has now come for us to share the precious fruits of memory.

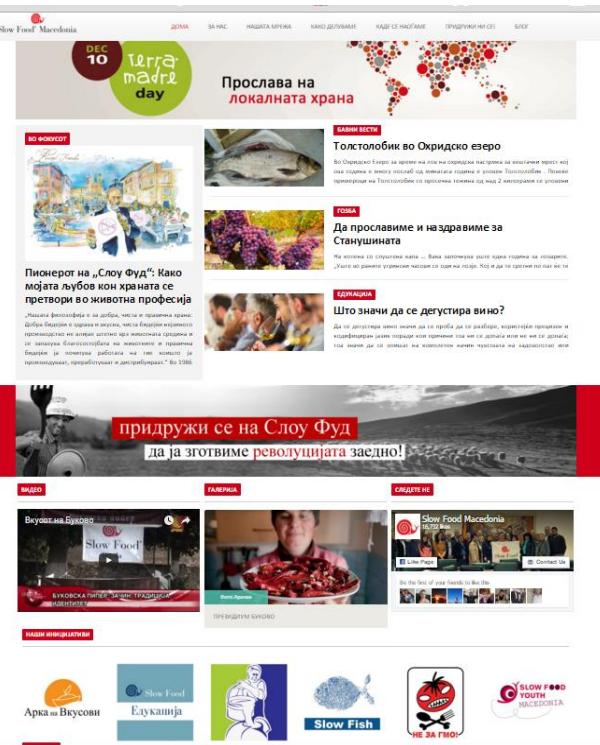
## A success story of the good practice

### Website for promotion of our activities

Another digital example that many organization use is the website and Slow Food Bitolas website is not exemption. Slow Food Bitola use its website with the purpose

to make linkages between producers, consumers and the public in general. Also producers can easily reach to our web site and they can find a way to became part of our network which in a way to promote their

activities and campaigns for raising awareness.



## Facts of method

100 participants

Target groups:

Small – scale producers

30 times performed

2 staff involved and more than 8 expert

7 partners from

7 countries

<https://www.youtube.com/watch?v=vDPERiWHCUM>

<http://www.fondazionslowfood.com/en/nazioni-arca/macedonia-en/>

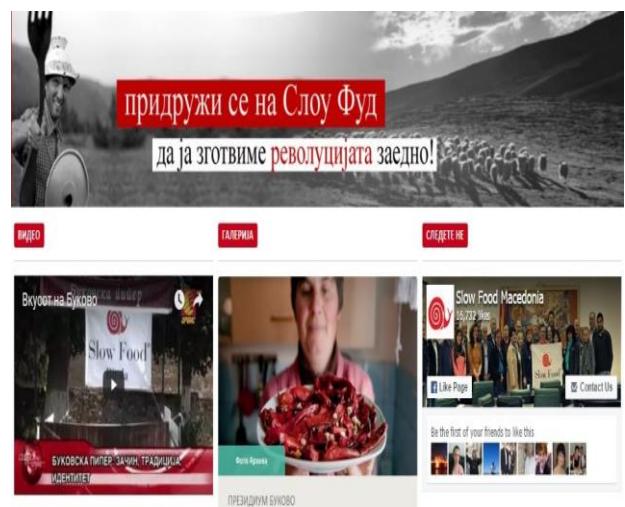
products and traditional production methods.

## Social media for promotion of our activities

In general the websites are passive tools, but on the other hand Social Media can be more active and throughout we can target our public, we can easily reach people and spread our information about our activates. Our organization has profiles on the Social Media which are used to spread our work,

## Data base of pictures

We collect all of the pictures who truly express the traditional identity and the living memories of the food communities, in to data base that can be used as a tool for additional activities.



Videos are used as a tool in order to raise awareness of consumers and the general public.

The videos can be promotional (short), and the educational (feature film).

<https://www.youtube.com/watch?v=wLLn7Fv-8kA>

### Trpeza Film Festival

Food has rarely a major role in the movie screen, but it's always somewhere in the frame.

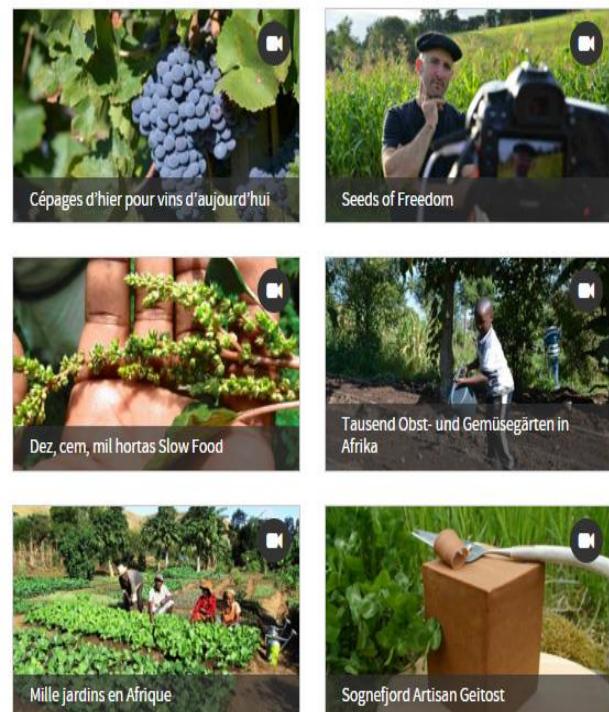
Trpeza Film Festival is dedicated to food, and to the relationship between film and food.

Trpeza Film Festival is established as a multidisciplinary platform, in which through the movies will look at issues of industrial food production, new cultural patterns of food systems and the complex relationship of humans and the environment.

The name of the festival - Trpeza Film Festival (TFF), primarily is referring to the thematic blend of food and film and secondary on the deeper essential cohesion – on the education and "sharpening" of the senses for the forgotten flavors, and flavors that are facing with the risk of extinction.

*Video as digital tool for sustainable food movement*

### Videos



<http://www.fondazionslowfood.com/en/videos/>

**Final summary: what makes it in your opinion a good method?**

Our digital vision is: For the people and businesses to confidently make use of digital technology in a way to enable better living, prosperity, learning and social participation.

