

TERRA MADRE 2014 SLOW FOOD INTERNATIONAL EVENT

On October 27th 2014 Slow Food closed the [Salone del Gusto - Terra Madre 2014 Event](#). This 10th edition of Terra Madre was attended by 220.000 visitors, coming from over 100 countries, as well as 400 journalists from 63 countries. The BBC dedicated 100 interviews to [Ark of Taste small scale producers](#) coming from around 50 countries, to present the stories related to their products. The event registered impacting results: 1000 exhibitors, 220 Slow Food Presidia, 6 international Fairs, 125 laboratories of gastronomy, 44 workshops. Terra Madre food international communities, chefs, farmers, fishers, academics, artisans, representatives from the worlds of wine and gastronomy renewed their commitment to valorise traditional food and sustainable agriculture.

This edition was dedicated to [Family Farming](#) and Slow Food's international [Ark of Taste](#) project, conceived to [catalog and promote foods that are at risk of extinction](#).

[Terra Madre](#) is a network of small-scale producers from around the world. Terra Madre brings together those players in the food chain who together support sustainable agriculture, fishing, and breeding with the

goal of preserving taste and biodiversity. The network offers effective solutions that start from the specific nature of local places, from the preservation of plant varieties and animal breeds, from local culinary cultures developed over time and which allow natural resources to be preserved. In their daily work, the Terra Madre communities offer a concrete example of Slow Food's concept of quality: *good, clean and fair*. *Good* refers to the quality and flavor of foods, *clean* to environmentally friendly production methods, and *fair* to dignity and fair pay for producers and accessible prices for consumers.

To know more and participate

[Terra Madre event website](#)

<http://www.terramadre.info/en/>

[Slow Food website](#)

[SLOW FOOD Almanac](#)

