

Slow Food Nation

Environment Commission Update - July, 09



SF Environment

Overview

- Slow Food Nation
- Benefits to San Francisco
- Key Outcomes
- Event Overview
- Related City Initiatives
- Q&A with Slow Food



Slow Food Nation

- What is Slow Food Nation

- ▶ A celebration of the best examples of good, clean, and fair American food
- ▶ An opportunity to learn about food and food-related issues
- ▶ An opportunity - through food - to cultivate community, thoughtfulness, and sharing
- ▶ An opportunity to take action that supports the continued development of a sustainable food system



Benefits to SF

- Food is an important, cross-over issue
 - ▶ Environment
 - ▶ Public health
 - ▶ Social justice
- Slow Food Nation event is raising media awareness of food issues
 - ▶ Local, national, and international press
 - ▶ Episodic TV and documentaries
- Slow Food Nation gives the city a platform for its “Food Agenda”
 - ▶ Food access
 - ▶ Public health, nutritional education
 - ▶ Urban agriculture



Benefits to SF

- Indirectly supports a number of city policies and priorities
 - ▶ Food Security & Food Access
 - ▶ Shape Up SF
 - ▶ Transfat Ban
 - ▶ Food Labeling
 - ▶ Food Policy / Procurement Ordinance
 - ▶ School Lunch Program
 - ▶ School Gardens
 - ▶ Log Cabin Ranch
 - ▶ Green Collar Jobs
 - ▶ Disaster Recovery



Key Outcomes

- **Celebrate**
 - ▶ Showcase the best examples of good, clean, and fair food
 - ▶ Help companies that provide source-verified foods increase their market visibility and market share
 - ▶ Inspire young people to pursue farming and food artisan professions
 - ▶ Connect with your food community



Key Outcomes

- Learn
 - ▶ Become more aware of the links between food, health and the environment
 - ▶ Discover how to engage with food issues and support positive change



Key Outcomes

- **Act**
 - ▶ Individuals, businesses, and public institutions support fair and sustainable farmers, producers, and artisans
 - ▶ Build networks, foster collaboration
 - ▶ Engage in political activism around food issues
 - ▶ Participate in other Slow Food USA projects and other initiatives supported by like-minded organizations



Event Overview

- Labor Day weekend (Aug 29 - Sep 1)
- Civic Center, Fort Mason, and Great Meadow
- Other Venues



Event Overview

- **Civic Center**
 - ▶ Market Place
 - ▶ Slow on the Go
 - ▶ Victory Garden
 - ▶ Changemakers Day
 - ▶ Food for Thought
 - ▶ Food Bill Declaration
- **Great Meadow**
 - ▶ Slow Food Rocks
- **Fort Mason**
 - ▶ Taste
 - ▶ Taste Workshops



Event Overview

- Other Venues
 - ▶ Slow Art
 - ▶ Slow Dinners
 - ▶ Slow Journeys
 - ▶ Slow Hikes
 - ▶ Youth Food Movement
 - ▶ Commonwealth Club Panels



City Initiatives

- Victory Garden Visibility Opportunities
- Food Policy & Procurement Ordinance
- What Can Government Do
- School Garden Partnership with Slow Food Nation
- Victory Gardens for SF Residents



Q&A



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