



THE ALIANCE BETWEEN SANA AND TERRA MADRE SALONE DEL GUSTO TAKES ITS FIRST STEPS

Slow Food, FederBio and BolognaFiere have signed a strategic agreement to provide further business tools to reinforce the 2020 editions of their main events: an agreement that will open up new frontiers for the world of Italian organics

Sana, the international exhibition of natural and organic products and Terra Madre Salone del Gusto have signed an agreement that will open up new possibilities for the world of Italian organics and, as a direct consequence, for the agriculture and food model, the conservation of the landscape and natural resources, and for the social consequences that result from a system based on the production of good, clean and just food.

The strategic agreement signed by BolognaFiere, Slow Food and FederBio is born from the necessity to rethink the fair calendar and the ways in which events are held, a necessity brought about by the Covid-19 pandemic that has wreaked disruption all over the world. Cancellations and postponements were announced from the first days of March and still today the scenario remains very uncertain. Many fair organisers have reinvented their events in digital form and created new formulas in order to continue performing the indispensable role that these initiatives share in promoting products, ideas and projects. FederBio, Slow Food and BolognaFiere have decided to join forces to collaborate on the creation of Sana and Terra Madre Salone del Gusto 2020, with the aim of confirming and extending this agreement in the coming years.

Slow food has always paid attention not only to the organoleptic qualities of agricultural production but also the environmental aspects connected to it. FederBio is the leading reality that represents all of the production chain and services in the organic and biodynamic sectors nationwide. The dialogue between the two parties, that has been ongoing for a number of years, finally crystalized into an alliance thanks to the input of BolognaFiere, the second largest exhibition organiser in Italy and among the leading players in Europe, that each year organises, in collaboration with FederBio, the nation's most important fair event for organic and natural products.

Sana Restart will take place from 9 to 11 October: at this edition the traditional exhibition event, which takes place in the pavilions of the Bologna Exhibition Centre, will also be accompanied by a series of digital convention events. The fair in Bologna will get underway with THE ORGANIC REVOLUTION, the General Overview of the State of the Organic sector

Terra Madre Salone del Gusto 2020 will begin on 8 October and will continue for 6 months with a calendar of digital events and physical initiatives spread across thousands of locations all over the planet.

The partnership between the two events will make it possible:

- to offer at Sana to certified organic producers from the Slow Food network the opportunity to purchase a physical exhibition space at the event in Bologna in 2020 and to be able to count on the promotion of the event to a public of Slow food associates and activists
- through Terra Madre Salone del Gusto to offer organic producers linked to Sana, and that meet the guidelines used by Slow Food to select their associates, the chance to take part in the Slow Food virtual market place.

The buyers interested in either event will be invited by the two organisers to participate in both, and the schedule of conventions will be enriched by the contacts born from this collaboration.

For Francesco Sottile, member of the executive committee of Slow Food Italia, *“This agreement reinforces the political vision of Slow Food on the issue of defending the environment in a moment in which the future of humanity on the planet is increasingly at risk. Coming together with FederBio at Sana is an important step to show the necessity of a shared vision in order to promote our agriculture within the ecological transition that is finally on the European political agenda and regarding which we need to remain extremely vigilant. The thousands of farmers, animal breeders and transformers of organic products that believe in this virtuous process need to see the consolidation of strong partnerships that share important pathways at their events and that in the near future will be able to boost their own voices at national and European level.”*

According to Giampiero Calzolari, President of BolognaFiere, protecting the environment and issues linked to quality of life and sustainability have always been the subject of great interest from BolognaFiere. *“We have been organising SANA for more than 30 years and in this period we have accompanied and supported the growth of environmental responsibility and of the conscious choices that we have to make in agriculture, in production and, not least, in everyday life as consumers. Our commitment has also developed in the promotion of an institutional debate that has taken shape through the organisation of THE ORGANIC REVOLUTION, the General Overview of the Organic Sector. This platform for discussion is even more important now that ecological issues have finally made it onto the European political agenda, enabling us to be more coordinated in the identification of effective pathways at production chain level.”*

“The organisation of The Organic Revolution, General Overview of the Organic Sector, in collaboration with Sana, BolognaFiere, FederBio and AssoBio, has highlighted the necessity for a new paradigm in the way we produce and consume food. A pathway that has been confirmed by the Farm to Fork strategy recently outlined by the European Commission that aims to triple the amount of farmland in Europe used for organic farming and to halve the use of pesticides by 2030. This represents a genuine watershed in strategy that places organic farming at the centre of a transition towards food agriculture systems that are more sustainable, capable of producing benefits for the environment and people’s health and, at the same time, can stimulate the economy and create jobs for young farmers. Faced with a change of this scope, there is a need for new alliances with whom to share the same ecological sensibility and vision of the future, for agriculture and food, based on respect for the environment and human health, a future that is more just and that values the role of farmers. For this reason, we consider fundamental the launch of the Slow Food protocol through which the Terra Madre Salone del Gusto and Sana can increasingly represent genuine showcases for the good, the clean and the just” commented Maria Grazia Mammuccini, President of FederBio.

The first act of the partnership is the organisation, as part of SANA RESTART, of the convention for the launch of the **Manifesto Slow Food for good, clean and just wine**, scheduled for Sunday 11 October at 2.30pm. The convention will be a founding moment for the future commitment of Slow Food to the world of wine at international level. A charter to indicate the aspects considered fundamental for sustainable viticulture and wine production that respects the *terroir*, with a modern vision of the figure of winemaker that is not only seen as a producer of wine but also an active motor for an agriculture that promotes cultural, economic, social and ethical growth and harmony with the land.

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