



SONOMA COUNTY NORTH NEWSLETTER, Winter 2015

Terra Madre and the Ark of Taste

One of the goals of Slow Food around the world is to support the products and activities of those who are preserving (or inventing) local and regional traditions in the growing and preparation of food. The primary focus of this is the Slow Food Ark of Taste, which was celebrated most recently at the international gathering in Italy, Terra Madre.



Report from Terra Madre

Sonoma County North sent two of our members to Terra Madre in October to represent the USA: **Chef Louis Maldonado** (*Spoonbar!* and *Pizzardo* in Healdsburg), and **family farmer Yael Bernier** of Bernier Farms in Healdsburg. Here are excerpts of what they had to say about Terra Madre, the Ark of Taste, and ways they want to “bring home” new ideas.

Yael: I really noticed the school groups attending both Salone del Gusto and Terra Madre. The children exhibited such interest in what they saw and tasted. Kids were picking up samples at food booths, smelling and tasting with such enthusiasm. In the opening ceremony, the evening before Terra Madre began, many speakers said that children hold the promise of change in food policy and stressed the importance of clean and fair food for everyone in society.

It would be great to do something with children at our Healdsburg farmers market. The family I stayed with in Torino said that their grandchildren attend the Paris Farmers Market every week and look forward to the activities that are child centered. Sometimes they help grind flour which they can take home with them and use in their kitchen, or they plant herbs to take home, or start seeds. We struggle to get more families to come to our own market in Healdsburg, and perhaps a children's booth might help.

Louis: We're such a product of our environment. European kids are raised with what their grandparents and parents did--growing food, cooking it, having meals at home. Here, we've forgotten what we used to do. We have 40 years now of taking the easy route with meals. Attention to the Ark could change that.

Yael: The Ark is one of the biggest contributions of Slow Food, and is what makes it different from other food organizations. It respects both culture and traditions in food.

Louis: I knew about Ark products before going to Terra Madre, but seeing them displayed at the International Market was amazing--the Ark is much bigger than what people think. Terra Madre broadened my knowledge of where to look for foods. Now in the restaurant I want to use some of the Ark foods from other countries, like African palm oil and the Cinta Senese pig.

Yael: I'd also love to do more with Ark foods at the farmers market. Foods have a story that go with them, and people are interested in the story. When you have a production farm it's hard to decide what to bring to market, and introducing new foods is not an easy sell. We have been growing and selling Ark foods for a number of years, and right now people love the Sibley squash.

Yael and Louis are working with our Events Committee to plan *Tastes and Tales of Terra Madre*, an exciting dinner in April that celebrates all things Terra Madre.

Chapter Updates, August-December.

- A **Slow Food display booth** was shared with the Russian River convivium at the International Heirloom Expo in Santa Rosa, September.



- Two **100-mile dinners** for 8 were held in Cloverdale and Healdsburg over the summer. The dinners were won by the highest bidders at our Ark of Taste dinner, and were prepared and served in the winners' homes by leaders of Sonoma County North.

- **Slow Night at the Movies** showed *The Slow Food Story* (admittedly with a few technology glitches).

- At a **potluck dinner** with our leaders and those of the Russian River convivium, we discussed areas of common interest and future collaborations.

- Some of our leaders were given a private **tour of the West End Market**, for whom we act as fiscal sponsor for their EBT funds.

- **“Around the Slow Table” dinners** were hosted at 2 homes in Cloverdale and Healdsburg for members to get to know each other better and become more involved in our chapter.

- There are changes to our **Chapter Board!** New Co-chairs are Debbi Crapeau, Marie Giacalone, and Laura Mack. Past Chair Lisa Hunter remains on the Board and is now managing Membership. We also welcomed Kathy Matonak to the Board when Sam Bilbro's term ended in December. Kathy is active in our School Gardens project, and is a Master Gardener. She also coordinates the gardens at the Cloverdale Boys & Girls Club and Windsor Community Garden.

Upcoming Chapter Events

An invitation for each event is sent several weeks before the event.

"Around the Slow Table" potluck dinners in Healdsburg and Geyserville are coming up again on Friday, February 6. Invitations were sent in mid-January for a dinner party of 6-8 people in the homes of two of our members. Sign up now at slowfoodsonomacountynorth@gmail.com.

How to Plant Heirloom Potatoes is a hands-on workshop conducted by Nathan Boone, Slow Food member and former co-owner of Firstlight Farm. He will demonstrate planting techniques with Bodega Red potatoes on Saturday, March 28, Healdsburg.

Tastes & Tales of Terra Madre will be held at the Gradek Ranch on Sunday afternoon, April 12, Healdsburg. This is a dinner that features the experiences and learnings of delegates to the international Terra Madre convention in Italy (see above) and celebrates the "tastes" of Slow Food.

Annual Meeting and Pizza Party will be held in May in the Healdsburg area.

Bodega Red Potato Project. The annual sale of Bodega Red seed potatoes is coming up in March. If you would like to plant these Ark of Taste potatoes and have not yet signed up, contact Laura at lbmack33@gmail.com to place your order. The price is \$3/pound for Slow Food members and \$4/pound for non-members.

School Garden Project. We are now working with five project gardens and two affiliate gardens. Project gardens receive Ark of Taste seedlings, \$100 annual stipend for supplies, and as-needed work days:

Luther Burbank Elementary, Santa Rosa

Lewis Opportunity School, Santa Rosa

Windsor Boys & Girls Club, Windsor

Healdsburg Elementary, Healdsburg

Geyserville Elementary, Geyserville

Affiliate gardens Washington School (Cloverdale) and Riebli Elementary (Santa Rosa) receive Ark of Taste seedlings.

Money Talks: Slow Money Heavyweights

Contributed by Marisha Zeffer, Sonoma County North

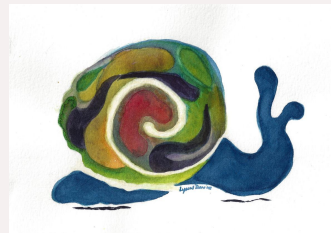
Slow Food is graced with some stellar thinkers whose ideas are permeating the philosophy of the movement. This was in evidence at the annual gathering of Slow Money held in Louisville this past November. Slow Money is the brain child of Woody Tasch, a self-deprecating and charmingly bright man whose reputation attracts others like-minded to his obstreperous ideas. No less than Wendell Berry and Oberlin professor and author, David Orr, stepped up to express consonant views and support for the principles of Slow Money detailed in Tasch's award winning book.

Opening keynotes were delivered by Douglas Gayeton and Joel Salatin. And none other than Vandana Shiva raised the torch for taking back our agricultural heritage and embracing the planet using the coin of the realm. Our own Richard McCarthy held his ground with brilliant feminist Cinzia Scaffidi with Slow Food Italy.

While philosophy at times dominated the stage, a whole roster of budding entrepreneurs waited in the wings to delight and inspire the audience with their hopes and dreams. Attendees and on line viewers were invited to invest in and vote for these young farmers, producers, and growers: a total of \$100,000 was raised! Check out the [highlights of the conference](#).

Welcome to those who have joined Sonoma County North since August 2014!

Susan Clark
Wendy Free
Susan and Suni Levi
Violet Nelson
Nathaniel Niesh
Theo Vermont



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