



Slow Food®
Travel

ALPE ADRIA KÄRNTEN



JOURNEYS TO THE ROOTS OF GOOD TASTE



FOOD TOURISM IN HARMONY WITH NATURE



What does **Slow Food** stand for ?

Good. Clean. Fair.

GOOD stands for ...

- a nutritious, fresh and healthy culinary and eating culture
- preserving the diversity of traditional, local, and regional foods and flavours
- the best products from the agricultural treasures of our own and the neighbouring regions

Traceable origin!



What does **Slow Food** stand for ?

*Good. **Clean.** Fair.*

CLEAN stands for ...

- traditional food production, in harmony with the environment and health
- special attention to resource conservation, protection of the ecosystem, the environment and people



Sustainability & protection of the environment!

What does **Slow Food** stand for?

*Good. Clean. **Fair.***

FAIR stands for ...

- fair conditions and social justice as well as support for food artisans and farmer food producers
- fair prices for ALL – from production and trade to consumption – to safeguard quality against ruinous price wars
- appreciation of the work and preservation of old animal breeds, vegetable, fruit and cheese varieties,

Fair prices & appreciation!



SLOW FOOD **TRAVEL** is a combination of ...

- ... **Food**, produced in the region according to the GOOD.CLEAN.FAIR principle
- ... **Food artisans/producers**, who refine food in the region's traditional way
- ... **Experiences for people**, who gain hands-on know-how through active participation



SLOW FOOD TRAVEL ACCORDING TO CONFUCIUS



"Tell me and I will forget".

"Show me and I may remember".

"Involve me and I will understand."

- contributes to the transfer of knowledge
- raises awareness of local and regional agriculture and food craftsmanship
- sensitises people to local and traditional production and processing methods
- makes special production methods accessible to locals & guests
- aims to bring about a positive change in consumer behaviour in the area of food
- creates a transfer between nature and participants



SLOW FOOD **TRAVEL** products rely on ...

- ... **People** who support the Slow Food philosophy and are members of the regional convivium
- ... **Food producers** and **Food artisans**, who work according to the spirit of the Slow Food philosophy
- ... **Restaurateurs** who prepare food suitable for Slow Food, cultivate a variety of flavours and communicate the philosophy to guests confidently
- ... **Accommodation providers** who help to develop and shape the Slow Food Travel programme (or meet the requirements of close-to-nature, ecological travel)
- ... **Rediscovering slowness**, pausing and taking a deep breath in special landscapes



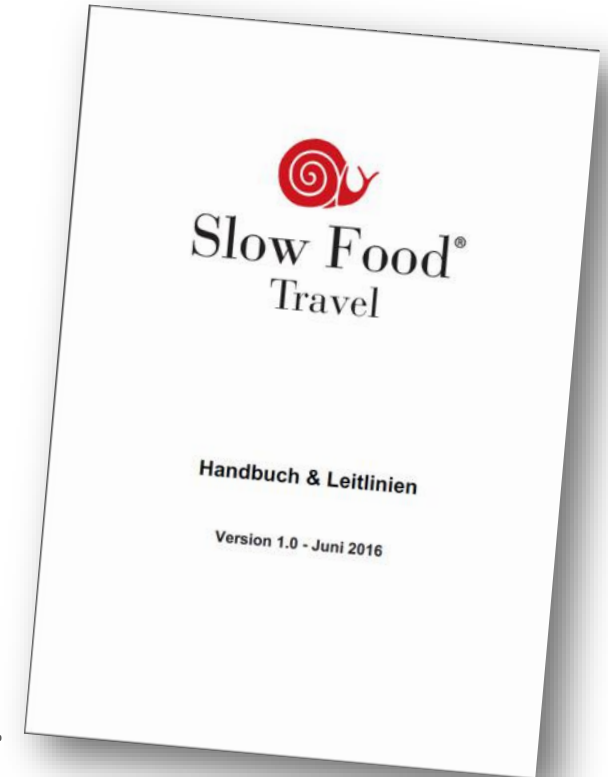
Basis: SLOW FOOD TRAVEL - Guidelines

- **The guidelines** (criteria) for the Slow Food Travel project were created in close co-operation with Slow Food International.
- **The guidelines** form the basis for the entire "Slow Food Travel Alpe Adria" project.

The guidelines exists for

Food producers (farms) / **Food artisans** - such as bakers, breweries, butchers, etc.

Restaurants, Caterings, / **Accommodations** – such as hotels, inns, farm holidays



Educational programmes for a sustainable, healthy food and eating culture



1. SLOW FOOD AKADEMIE DER ALPEN



Mit Unterstützung von Bund, Land und Europäischer Union

 Bundesministerium
Land- und Forstwirtschaft,
Regionen und Wasserwirtschaft

WIR leben Land
Gemeinsame Agrarpolitik Österreich

LAND  KÄRNTEN



The vision of the Slow Food Academy

Why we need an educational programme for a sustainable, healthy food and eating culture

Increasing knowledge about

- **Healthy**, sustainably produced food
- Its **health** benefits
- Production, refinement and enjoyment of **healthy food**



The vision of the Slow Food Academy

Why we need an educational programme for a sustainable, healthy food and eating culture

Providing

- Incentives for climate-friendly food handling
- Knowledge about sustainable health care through healthy food and healthy eating



Who can attend Slow Food Academy programmes?

- **Trainees (apprentices)**
- **Professionals and the self-employed in catering, agriculture and the food trade**
..... who want to know even more about food
- **Teachers, pupils and students in training**
.... who want to expand their knowledge in a hands-on way



Who can attend Slow Food Academy programmes?

- **Guides and hosts as well as all people**
.... who pass on their knowledge of sustainable options on organised and guided tours
- **All consumers, guests and visitors**
.... who see a sustainable, healthy food and eating culture as an important part of their lives



Slow Food Academy - the mission

How participants benefit

Improving knowledge along the value chain through....

- Presentations
- (hands-on) Workshops
- Symposia / events
- Exchanging experiences

Learning interesting facts about preventive health care

... through good food, food sovereignty and a circular economy



Slow Food Academy – examples of the programme

Outline of the program (2025 – 2027)

Symposium on sustainable cuisine without borders

Alpine-Mediterranean cuisine - tradition meets innovation in the valleys of the „Alpe Adria region“

Slow Food Travel Alpe Adria / Carinthia – Cooking & Flavour & Tasting Labs

The taste of borderless Alpine Mediterranean cuisine

Our food – our health

Nutrition. Health. Lifestyle

Healthy nutrition and enjoyable food

Nutrition. Health. Lifestyle



Slow Food Academy – examples of the programme

Outline of the program (2025 – 2027)

School of food and "Food makes school"

Nutrition education for children and young people - inside and outside of schools

Sensory and taste symposiums/workshops

Training of food producers to improve the communication of theoretical and practical sensory knowledge and methods for taste training

Bringing the taste of "old" regional products to life on farms, with food artisans and cooks

Symposiums / workshops with tasting and description of regionally produced food

Development and support of micro-education programs on farms, in cooking workshops and with food artisans

Finding new producers and food products; preparing the experience programs for distribution to regional sales partners



Slow Food **Travel** as an international model

REISEN ZU DEN WURZELN
DES GUTEN GESCHMACKS



Slow Food **Travel** international



What We Do

- Slow Food Cooks' Alliance
- Earth Markets
- Slow Food Resilience Fund
- Slow Food Gardens in Africa
- Slow Food Presidia
- Ark of Taste
- What is the Narrative Label?
- Other projects
- Slow Food Travel

Slow Food Travel

Behind every place lie stories, gastronomic traditions, artisanal flavors and time-honored practices, preserved by women and men whose identities and cultures have been constructed over centuries. Every gastronomic tradition can become a unique tourism experience.

Slow Food Travel offers a new model for tourism, made up of meetings and exchanges with farmers, cheesemakers, herders, butchers, bakers and winegrowers who, along with the chefs who cook their products, will be the narrators of their local areas and unique guides to the local traditions.



Slow Food Travel offers local areas the chance to develop their potential as a quality gastronomic destination; they follow strict [guidelines](#) and the Slow Food philosophy while constructing alliances and experiences that add value to the best of local gastronomic heritage.

Italy



Biella Mountains



Upper Tanaro Valley

Switzerland



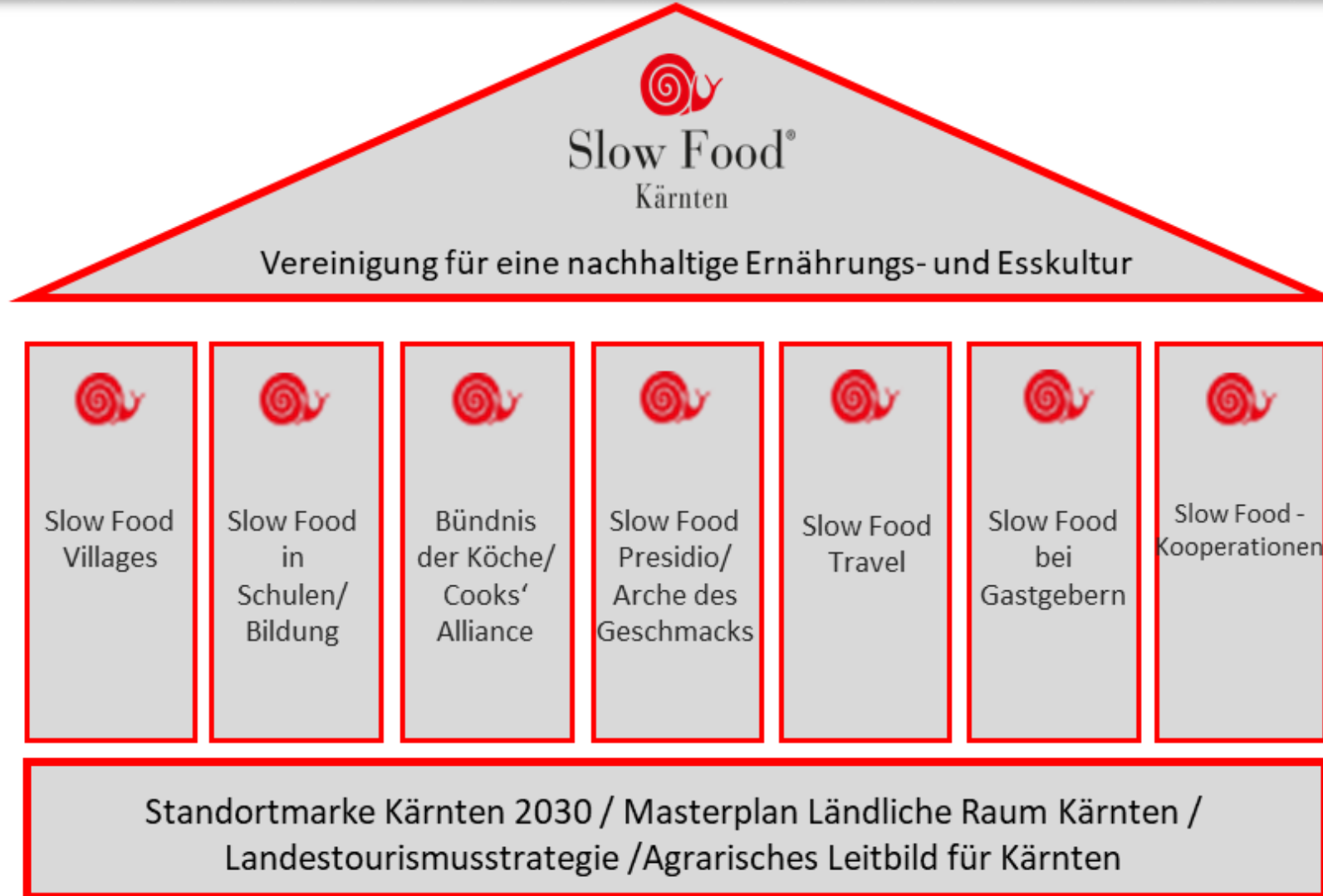
Grand Entremont and Fully

Austria



Alpe Adria – Carinthia

Slow Food **Carinthia** - Projects



SLOW FOOD TRAVEL

Contributions to a *world of good living*

- **300 - 500 locals and guests take part in hands-on workshops every year**
Food processing, cookery workshops, gathering and processing herbs)
- **Joint marketing of the activities**
- **Further training for members**
 - * "Knowledge transfer", "clean food"
 - * Presentation of food & marketing
 - * Developing a "producer/buyer community"



SLOW FOOD **TRAVEL**

Contributions to a *world of good living*

Exemplary farm and business successions



**Farm and cheese dairy,
Zankl family**



**Farm and Gailtal Valley white maize,
Brandstätter family**

Exemplary farm and business successions



**Jörgishof farm
Unterweger family**

3 additional bakers hired



**Matitz Bakery, see
"Stiefelbäck"**



**Farm im Wiesengrund,
Lugger family**

SLOW FOOD TRAVEL

Contributions to a *world of good living*

- **Slow Food Presidio Transnational "Kletzenbirne"**
Against the extinction of the dried pear in the region
- **Resulting in => first fruit tree nursery in the Gailtal Valley**
- **Slow Food Presidio "Lesachtaler Brot"**
Safeguarding regional products "from grain to bread"
- **Slow Food Grenzenlos "Market of good taste"**
- **Promotion of community gardens & meadow orchards**
- **30 % share of meatless dishes on menus**
- **Additional marketplaces for regional shopping**
- **Establishment of the "Slow Food Academy"**



Informations - Experiences & holiday offers

www.slowfood.travel

