



# Slow Food Style Guide

*updated 30/11/10*



Slow Food®



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# General Notes on Slow Food Style

Slow Food uses American English for all of its English communication materials.

Slow Food uses a writing style that is direct and informative but also engaging, neither too chatty nor too pompous. As most writing is published online, sentences and paragraphs should not be overlong, and vocabulary should be straightforward. Titles and headings must be self-explanatory and use common usage words.

## Terminology

Slow Food uses many words that are new to the general public and not always fully understood even by members. Therefore, care must be taken to always explain our concepts clearly and avoid excessive use of lingo and jargon.

Unusual terms, such as the following, should be clearly defined on their first use in any article, website, publication, etc.

- Ark of Taste
- convivium (plural: convivia)
- co-producer
- Earth Markets
- food community
- Terra Madre
- good, clean and fair
- Presidium (plural: Presidia)

## Brand

Slow Food is one unified worldwide organization (in spirit, if not in legal fact) and therefore the default organizational voice is "Slow Food," as in "Slow Food organizes, believes, etc."

When appropriate, specific entities within Slow Food (national association, local convivia, regional body, etc.) can be referenced in two different ways:

With reference to the geographical area:

Example: "The Time For Lunch campaign was organized by Slow Food in the United States to improve the food that American children eat in school every day."

Using the entity's official name:

Example: "The school garden project in Munich was organized by Slow Food Germany with the assistance of the Slow Food International Education office."

International association: Slow Food International

National associations: Slow Food Switzerland

Regional branches: Slow Food Tuscany

Slow Food convivia: Slow Food New York or the New York Convivium

## Character

Slow Food is unique among not-for-profit organizations, and has developed a distinct approach to defending and promoting sustainable food that focuses on the protection of quality foods, the environment and small-scale producers as well as educating consumers. This approach is summarized by the good, clean and fair concept, and can be broken down into four key program areas, as established on the website.

- ASSOCIATION A world network of more than 100,000 members, working to protect their food culture and part of the international movement.
- TERRA MADRE NETWORK Builds networks to connect producers and unite them with consumers.
- FOOD AND TASTE EDUCATION Educates consumers of all ages on good, clean and fair food.
- DEFENDING BIODIVERSITY Protects food biodiversity and traditions through projects managed by the Slow Food Foundation for Biodiversity.

These four areas can be used to help provide a clear overview of the complexity of activities and programs that Slow Food is involved in around the world.

## Translations

Any translated English texts should be adapted to read as though they were originally written in English.

Translators should adapt titles and texts to make concepts as plainly and easily understood in their language as possible, while maintaining the rules established by Slow Food for that language.

## Photos

Original Slow Food photos should be used where possible, rather than generic images from photo libraries.

Slow Food has a focus on using high quality images in all its publications, and relies greatly on images as well as words. Slow Food International has an extensive photo archive. The archive is not accessible externally, but requests for photos can be made by other Slow Food bodies.

All photos should include a photo credit and caption.

# Slow Food Terminology

This section is divided into the following categories:

- Key Terms
- Education
- Events
- Organization
- Projects
- Publications and Documents

## KEY TERMS

**Ark of Taste** – Project to rediscover, catalog, describe and publicize forgotten foods. Always capitalized. Example: “Ark products.”

**convivia** – Plural of convivium.

**convivium** – A local Slow Food branch or group; only capitalized when used in conjunction with an actual chapter. Example: “the Slow Food Hong Kong Convivium.”

A convivium is usually identified simply by its name (usually the place name) and the Slow Food prefix i.e. “Slow Food Sydney,” Slow Food Edinburgh.” In the US, convivia are called “local chapters.”

**convivium leader** – The elected leader of a convivium; not capitalized.

**co-producer** – A consumer who makes aware choices in favor of good, clean and fair food, through being informed about the production process.

**daily food** – Phrase used to refer to everyday

nutrition. Slow Food promotes a daily diet based upon environmentally and socially responsible products.

**eco-gastronomy** – A recognition of the strong connections between plate and planet and the fact that our food choices have a major impact on the health of the environment and society.

**food communities** – A group of small-scale producers and others, united by production of a particular food and closely linked to a geographic area.

**good, clean and fair** – The three tenets of Slow Food’s approach to food and food production, as outlined in the Manifesto on Quality. Never capitalized or italicized.

**learning community** – A group of people who come together around an educational activity or program about sustainable food.

**local economy** – An economic system that encourages the purchasing of locally produced goods and services over those produced further away.

**neo-gastronomy** – Gastronomy as a multidisciplinary approach to food that enables us to make food choices for our palate, environment and society.

**Presidia** – Projects run by the Slow Food Foundation for Biodiversity to directly help artisanal food producers. Always capitalize. Singular “Presidium,” plural “Presidia.”

Individual products capitalized when using official name. Example: “Siwa Date Presidium.” Depending on context, use “Slow Food

Presidium.” Example: “the Slow Food Siwa Date Presidium.”

**Presidium** – Singular of Presidia, i.e. “Andean Corn Presidium.”

## EDUCATION

**Communications Lab** – UNISG lab at the Pollenzo campus.

**Cultural Gastronomy Workshops** – UNISG integrated learning workshops.

**learning community** – A group of people who come together around an educational activity or program about food.

**Journey to the Origins of Taste** – Slow Food sensory education guide to Taste Education, first produced in 2008. Includes the activity booklet, “**In What Sense**”

**Master in Food Culture and Communications** – UNISG post-graduate program.

**Master in Italian Gastronomy and Tourism** – UNISG post-graduate program.

**Master of Food** – Adult education program for Slow Food members offered in Italy since 2001.

**study trip** – UNISG field trips.

**Taste Education** – Slow Food’s approach to food education based on the reawakening and training of the senses and the study of all aspects of food and its production. Always capitalized.

**two-year graduate degree in Gastronomy and Food Communications** – UNISG specialization program.

**UNISG** – Use as is or in full, “the University of Gastronomic Sciences”; not “UniSG” or “Unisg” or “the UNISG,” etc.

**University of Gastronomic Sciences** – Slow Food-founded university with campuses in Pollenzo and Colorno, Italy.

**three-year undergraduate degree in Gastronomic Sciences** – UNISG undergraduate program.

## EVENTS

**Augusto** – Biennial Slow Food event held in Bilbao, Spain since 2007.

**Bierplatz** – Beer area at Cheese.

**Birroteca** – Space dedicated to beer at events.

**Caffè Letterario** – Slow Food Editore (publishing house) space at events.

**Cheese** – Slow Food’s biannual cheese event, held in Bra.

**Cheese Market** – Producer’s market at Cheese.

**Dinner Dates** – Special dinners and lunches during events.

**Dream Canteen** – Slow Food’s ideal cafeteria, serving good, clean and fair food to promote a higher standard of public catering. Not the name of a specific project.

**Earth Workshops** – Themed panel discussions at Terra Madre.

**Enoteca** – Area dedicated to wine at events.

**Euro Gusto** – European Slow Food event held biennially in Tours, France since 2009.

**Grandmothers' Day** – Held on April 25 by Slow Food in some countries to promote intergenerational exchange and the passing on of traditional wisdom and Slow Food values.

**Great Hall of Cheese** – Tasting area at Cheese.

**Milk Workshops** – Panel discussions at Cheese.

**Salone del Gusto** – Slow Food's biannual food and wine event held in Turin. Do not translate, do not use the article. Example: "Preparations are beginning for Salone del Gusto 2010."

**Slow Bier** – Slow Food event celebrating artisanal beer, held in Münchberg, northern Bavaria, Germany.

**Slow Fish** – Slow Food's international campaign on sustainable seafood, and also the name of the international fair held to promote this, held biennially in Genoa, Italy since 2003.

**Slow Food Fair** – German event held annually in Stuttgart to connect good, clean and fair producers with consumers.

**Slow Food on Film** – Slow Food's international festival of film and food held annually in Bologna, Italy.

**Street Food** – Area at events with stands selling street food.

**Taste Workshop** – Guided tastings at events.

**Tasting Booths** – Stands offering food at events.

**Terra Madre Day** – Celebrated by the global Slow Food and Terra Madre network on December 10. First held in 2009 to mark Slow Food's 20th anniversary.

**Terra Madre regional meetings** – Terra Madre network gatherings held at a national level.

**Terra Madre World Meeting of Food Communities** – Biennial gathering of the Terra Madre network, held in Turin, Italy since 2004.

**Vignerons d'Europe** – European event to showcase and network small-scale and traditional winemakers.

**Water Workshop** – Panel discussion at Slow Fish.

## ORGANIZATION

**Agenzia di Pollenzo** – Complex in Pollenzo, Italy, which houses UNISG, the Wine Bank, Ristorante Guido and the Albergo dell'Agenzia hotel.

**Albergo dell'Agenzia** – Hotel in the Agenzia di Pollenzo. Example: "the Albergo dell'Agenzia hotel."

**Arcigola** – Slow Food's predecessor, an Italian association formed in 1986.

**Cittaslow** – Independent movement, seeking to enlarge the philosophy of Slow Food to local communities and to local governments. Do not translate.

**convivia** – Plural of convivium.

**convivium** – Local Slow Food branch or group; only capitalized when used in conjunction with an actual chapter. Example: “the Hong Kong Convivium.”

A convivium is usually identified simply by its name (usually place name) and the Slow Food prefix i.e. “Slow Food Sydney,” Slow Food Edinburgh.” In the US, convivia are called “local chapters.”

**convivium leader** – Elected leader of a convivium; not capitalized.

**International Ark Commission** – International advisory body on the Ark of Taste project.

**International Board of Directors** – Slow Food International’s highest governing body, elected at the International Congress.

**International Congress** – Slow Food’s highest deliberative body, held every four years.

**International Council** – Assembly that represents the main forum for dialog between local Slow Food representatives.

**International Executive Committee** – Slow Food governing body composed of the International President, the International Board of Directors and the International Council.

**International President** – The head of Slow Food International, elected at the International

Congress.

**International Secretary** – Elected at the International Congress.

**International Vice Presidents** – Nominated by the International President at the International Congress.

**national associations** – Governed by national boards, they coordinate Slow Food activities and projects according to the need of their country.

The following are the national associations as of January 2010:

- Slow Food Australia
- Slow Food France
- Slow Food Germany
- Slow Food Italy
- Slow Food Japan
- Slow Food Netherlands
- Slow Food Switzerland
- Slow Food UK
- Slow Food USA

**Slow Food** – In general use “Slow Food,” but “the Slow Food association” can also be used when talking about the formal organization and its members or more broadly “the Slow Food movement.” Also see General Notes.

**Slow Food Editore** – Slow Food’s Italy-based publishing company.

**Slow Food Foundation for Biodiversity** – Slow Food’s non-profit arm responsible for biodiversity-defense projects like the Presidia. Can be shortened to “the Slow Food Foundation” or “the Foundation” after first mention.

**Slow Food International** – Slow Food’s global head office.

**Slow Food members** – Slow Food is a member-supported non-profit organization. Members join a local convivium and are invited to become active by organizing or participating in local, national and international events and projects.

**Slow Food Promozione** – For-profit branch of Slow Food Italy that organizes Slow Food's major events.

**Slow Food Study Center** – Slow Food's research center, established as part of Slow Food Italy.

**Terra Madre** – The international network of food communities launched by Slow Food in 2004. Never translated.

**Youth Food Movement** – Slow Food network of young people and students launched in 2007 at the fifth International Congress.

**Wine Bank** – Archive of Italian wines in Pollenzo.

## PROJECTS

**Ark of Taste** – Project to rediscover, catalog, describe and publicize forgotten foods. Always capitalized. Example: "Ark products"

**Earth Markets** – Slow Food's international network of farmers' markets, established according to specific guidelines.

**European Schools for Healthy Food** – Slow Food's EU-funded project, which forms a part of the larger project, "Slow Food in the Canteen". Launched in 2009, the project is building a European network of schools working to improve the food served to students.

**Orto in Condotta** – Slow Food's school gardens project in Italy.

**Pangea** – Youth Food Movement exchange program for young farmers, cooks and students to travel and learn more in their field. Always capitalize.

**Presidia** – Projects run by the Slow Food Foundation for Biodiversity to directly help artisanal food producers.

Always capitalize. Singular "Presidium," plural "Presidia."

Individual products capitalized when using official name. Example: "Calbuco Black-Bordered Oyster Presidium"

Depending on context, use "Slow Food Presidium." Example: "the Slow Food Pozegaca Plum Slatko Presidium"

**Presidium** – Singular of Presidia.

**Presidium coordinator** – Responsible for the development and activities of an individual Presidium and coordination of the Presidium producers.

**production protocol** – The list of regulations governing production of a particular Presidium product.

**Slow Food Award for the Defense of Biodiversity** – Award presented annually from 2000 to 2003 to recognize the work of individuals for food biodiversity protection.

**Slow Food in the Canteen** – The collection of Slow Food's projects working for better food in canteens. Includes the project **European Schools for Healthy Food**.

**Slow Food on Campus** – A network of Slow

Food USA chapters at colleges and universities across the country.

**Time for Lunch** – Slow Food USA campaign to improve food served in school canteens, launched in 2009.

## **PUBLICATIONS AND DOCUMENTS**

**Code of Use For Slow Food Logos** – Document outlining the rules of use of Slow Food logo.

**Declaration of Puebla** – Pledge made at the closing of the 5th International Congress in 2007.

**International Statute** – Regulations governing Slow Food; amendments voted upon at the International Congress.

**Manifesto on Climate Change and the Future of Food Security** – Manifesto drawn up in 2008 by the International Commission on the Future of Food and Agriculture.

**Manifesto on the Future of Food** – Manifesto drawn up in 2004 by the International Commission on the Future of Food and Agriculture.

**Manifesto on the Future of Seeds** – Manifesto drawn up in 2006 by the International Commission on the Future of Food and Agriculture.

**Slow Food & Terra Madre Newsletter** – Monthly electronic newsletter.

**Slow Food Almanac** – Annual Slow Food publication produced for members.

**The Slow Food Companion** – Slow Food publication sent to new members, outlining the association's philosophy and projects.

**Slow Food Manifesto** – Slow Food's founding manifesto, endorsed by delegates from 15 countries on December 10, 1989.

**Slow Food Manifesto for Quality** – Manifesto defining Slow Food's idea of food quality according to good, clean and fair.

**Slow Food Manifesto in Defense of Raw Milk Cheese** – Manifesto defining Slow Food's campaign to protect cheese made from raw milk.

**Slow Food Presidia** – publication describing the more than 300 Presidia around the world.

**Social Report** – Slow Food Foundation for Biodiversity annual report on the social, economic, environmental and cultural impacts of projects.

### **Notes**

Official documents/reports should be italicized. Example: "In the UN Environment Program's new report, *Sick Water,...*"

# Grammar and Spelling

Always use US-style grammar and spelling.

## **Addis Ababa**

**ages** – Hyphenate when used as an adjective. Example: “the thousand-year-old trees” but “the trees were a thousand years old.”

**aging** – Not “ageing” (UK).

**alpine** – Pertaining to any high mountain.

**Alpine** – Pertaining to the Alps.

**AOC** – Leave as is.

**artisan** – Noun, but see **artisanal**.

**artisanal** – Adjective, except when referring to people, then use “artisan.” Example: “artisan fishers” but “artisanal fishing methods.” “artisan-produced chocolate” (produced by artisans), but “artisanally produced chocolate” (produced using artisanal methods).

**association** – always in lower case, never Slow Food Association

**BC** – No punctuation.

## **Belarus**

**book titles** – Italicized and all main words capitalized, unless an unofficial translation of a title in another language. Example: “*Pride and Prejudice*,” “*Una nuvola d’ira* (A cloud of rage) by Giovanni Arpino.” Also capitalize words

after a colon.

**breeds** – Capitalize animal breed names. Example: “Damascus goats,” “the Damascus goat breed.”

Capitalize colors in breed names. Example: “Red Reggiana cows.”

**campaigns/projects** – Slow Food campaigns should be capitalized (when in English, otherwise depending on the language) and in quotation marks. Example: “Slow Food USA’s “Time for Lunch” campaign”, “The training program “Exportacion, calidad y competitividad territorial” helped producers to...”

**centuries** – “19th century” but “19th-century” (adjective).

## **centimeter**

**cheese** – “Cow’s/goat’s/sheep’s milk cheese” or “cow/goat/sheep cheese.”

General types of cheese are lowercase – “mozzarella”, “toma”, “chèvre” – while specific kinds and Presidia are always capitalized – “Gouda,” “Aged Artisan Gouda,” “Keen’s Cheddar,” “Mountain Castelmagno.” Never italicize cheese names.

See “Food Terminology” section below.

## **cheesemaker, cheesemaking**

## **chili pepper**

## **Cypriot**

**colon** – When the words after a colon form a full sentence, capitalize the first letter after the colon. Example: “There were three colors: red, blue and white” but “The Foundation works in many areas: It is active in protecting biodiversity,

promoting sustainable agriculture and defending traditional foods.”

**colors** – Hyphenate colors when used as adjective before a noun. Example: “slate-blue feathers,” “the feathers are slate blue.”

**commas** – In lists, no comma before last item. In general, in writing, try to use fewer commas rather than more. Never use a comma instead of the decimal point.

**compass points** – Directions of the compass are capitalized only as a part of a name that has been established by usage to designate particular regions, like “Southern Italy” or “Eastern Europe,” but not when they merely indicate direction or general location: “in the south of France,” “western Virginia.”

Capitalize northern southern, eastern and western when they refer to the cultural and social activities of people. Do not capitalize when they refer to the location, geography or climate of the region. Example: “Southern hospitality,” “southern China.”

No hyphens in quarter compass points. Example: “Turin is in northwest Italy.”

**couscous**

**cultivars** – Capitalize the name of a cultivar. Example: “the Farga variety of olive.”

**cured meats** – Capitalize unusual, specific names (“Tsmarella,” “Violino,”) of cured meats only made in one place, but lower-case generic names (“prosciutto,” “pancetta,” “capocollo”). Do not italicize. See “Food Terminology” section below.

**currencies** – Lowercase. Example: “the meal cost around 30 euros.” When describing specific

amounts, use currency symbol and include zeroes after the decimal point only when they appear in the same context with fractional amounts.

Example: “the cost was €7.”

**dates** – “November 23, 2009,” (comma before and after year), never November 23rd, 2009, or 23 Nov 2009 or 23rd Nov. Commas are only used when the day is included, not when it’s just the month: “Terra Madre Day was held in December 2009”.

**decades** – Can be “in the 50s” or “in the 1950s.”

**DOC, DOCG** – Leave as is.

**Emilia-Romagna**

**enology** – Not oenology (UK).

**events** – event title capitalized, no italics or quotation marks. Example: “Terra Madre Azerbaijan was held earlier this month.”

**figures** – see **numbers**

**film titles** – Italicize. Examples: “She directed *The Age of Stupid.*” or “His latest film is *Pranzo a Ferragosto (Mid-August Lunch).*” For title translations, see [www.imdb.com](http://www.imdb.com).

**flavor/flavorful**

**foreign food names** – Try not to italicize (“the famous Basel *lackerli* biscuits”), except when a definition needs to be given (“including *posamentertörtli*, a delicious plum cake”).

**foreign words:** Italicized unless generally known or proper name. All words and phrases

in dialect are italicized. With names of foods and dishes, generally try to leave in roman type unless the name is very unusual and a translation is provided.

**fractions** – Spelled out in text. Example: “one-eighth,” “four-fifths,” “a quarter.”

## **Friuli Venezia Giulia**

**genus:** see **scientific name**

**geographical names** – Capitalize valley, river etc. when referring to one, but lowercase when referring to several. Example: “the River Po,” “the Ossau, Aspe and Barétous valleys.”

**global south/global north** – lower case.

## **gray**

**h** – Use “an” before words in which the “h” is silent – “an honor; an hour” – and “a” when the “h” is pronounced: “a house; a hamburger.”

**Headings and subheadings** – Headings and subheadings should all be capitalized.

**heirloom** – Use for plant varieties (see **heritage**).

**heritage** – Use for animal breeds (see **heirloom**).

## **homemade**

**hyphens** – Hyphenate adjectives formed from two or more words. Example: “a raw-milk cheese,” a well-established principle.” Do not hyphenate adjectives ending in -ly. Example: “a fully formed idea.”

Do not use hyphens in capitalized titles. Example: “the Raw Milk Butter Presidium.”

## **ice cream**

**Indians** – In the Americas, prefer “indigenous people” or “Native Americans.”

**italics** – Italicize uncommon foreign words and phrases and dialect; newspaper and magazine titles; book and play titles; radio and television programs. See **foreign words**.

**Lake** – Goes before the name: “Lake Trasimeno.”

## **Lazio**

**lists** – No comma before last item. Example: “good, clean and fair.”

## **liter**

**measurements** – Keep in metric (cm, kg, etc.).

**medieval** – Not capitalized.

## **meter**

## **mold**

**numbers** – Use words for simple numerals from one to ten inclusive. Example: “there were three cows,” “she was 29 years old.”

Never start a sentence with a figure, spell it out instead. Example “Twenty percent of people...” Use figures for page references, percentages, sets of numbers where some are greater than ten and with units of measurements. Examples: “p. 5,” “4%,” “the children were aged 3, 5 and 15,” “7 meters.”

Use commas for numbers that are four digits and greater (Example: “1,200”) and a decimal point

preceded by a 0 for those less than 1 (Example: "0.0004").

Avoid "from 2008-09," and instead use "from 2008 to 2009" or "in 2008-09."

Avoid "between 2008-09" and instead use "between 2008 and 2009" or "in 2008-09."

**osteria** – Not italicized, plural "osterias."

**passito wine**

**pasta** – Plural is "pastas."

**pâté**

**percent** – Use "%" except when spelling out the figure. Example: "50%," "five percent."

**pizzeria** – Not italicized, plural is "pizzerias."

**presentations/lectures** – in quotation marks. Example: "Vandana Shiva's lecture, "The Dangers of GMOs," was well-attended."

**program**

**pronouns** – "Whose" can be used to refer to non-human subjects.

**Puglia**

**punctuation** – Use standard US-English punctuation, see American online punctuation guides such as <http://www.libraryonline.com/default.asp?PID=29> for doubts.

**quotation marks** – Use doubles for direct speech, with singles for a quote within a quote. Include all punctuation except for colons and semi-colons within quotation marks.

Try to avoid excess use of "scare-quotes" to set off words for extra emphasis.

**restaurant names** – Remove quotation marks and capitalize only the actual name. Example: "*il Ristorante "Guido"* becomes "Guido restaurant" or "Ristorante Guido."

**River** – Goes after the name: "Po River."

**sauté, sautéed**

**scientific name** – *Genus species* (Genus capitalized, always italicized), family and higher-order names are capitalized but not italicized.

**seasons** – Never capitalized. Example: "In summer..."

**species** – Non-scientific names of species are not capitalized, unless they incorporate place names. Examples: "serval cat," "African elephant."

**stone-ground** (as adjective)

**that/which** – "That" defines, "which" gives extra information (often in a clause enclosed by commas): "this is the house that Jack built" but "this house, which John built, is falling down." Note that the sentence remains grammatical without "that" (this is the house Jack built), but not without "which."

**Tigray**

**time** – Use the 12-hour clock. Times should be written as follows: "10 am, 10.30 am, 12 pm, 5.30 pm."

Reminder: midnight is 12 am and midday is 12 pm.

**titles** – title positions are capitalized when stated as an official title, "Slow Food President",

but are lower case when describing a person's position in a sentence: "Carlo Petrini, president of Slow Food, said that".

**trattoria** – Not italicized, plural is "trattorias."

**varieties** – Capitalize names of varieties.  
Example: "Taggiasca olives."

**which/that** – see that/which

**wine** – All vine varieties and place-names capitalized. Example: "Barolo," "Nebbiolo," "Champagne," "Prosecco."

**yogurt**

# Translation

## Glossary

**agroalimentare** – “agricultural” or “food” (adjective)

**agroecologia** – “agro-ecology”

**alimentazione** – “diet” or “food,” not “alimentation”

**allevatore** – Prefer “farmer” to “breeder,” unless used in a very specific sense. Example: *allevatore di cavalli* – “horse breeder”; *allevatore di pollame* – “poultry farmer.”

**alpeggio** – “Alpine pasture,” “Alpine dairy,” or “mountain pasture,” “mountain dairy” depending on context.

**Alta** (valley) – “Upper”

**analisi sensoriale** – “sensory analysis”

**antica** – If describing a plant or seed variety, translate to “heirloom”; if describing an animal breed, translate as “heritage” (depending on context).

**aperitivo** – If talking about a specific drink, use “aperitif” but for an event can use “aperitivo.”

**Appuntamenti a tavola** – Dinner Dates

**appuntamenti musicali** – “musical events” or “concerts”

**aroma** – Translate as “flavor.”

**assessorato** – “department”

**assessore** – “councilor”

**associazione** – When referring to Slow Food, can be “association” or “organization.”

**attività didattiche** – “educational activities”

**autoctono** – “native” or “indigenous”, not autochthonous

**azienda agricola** – “farm” or “winery” depending on context

**Banca del Vino** – “Wine Bank”

**Biennio di Laurea Magistrale** – “two-year postgraduate specialization”

**bilancio sociale** – “social report”

**biologico** – “organic,” never “biological”

**biodiversità** – “biodiversity”

**buono, pulito e giusto** – “good, clean and fair”

**Caffè letterario** – “Caffè Letterario”

**caglio** – “rennet”

**caglio vegetale** – “vegetable rennet”

**cantina** – “winery” or “cellar”

**Centro Studi Slow Food** – “Slow Food Study Center”

**cereale** – often “grain” rather than “cereal”

**Cheese – Le forme del latte** –  
"Cheese – Milk in All its Shapes and Forms"

**Chioschi di degustazione** – "Tasting Booths"

**Circo dell'Educazione del Gusto** –  
"Taste Education Circus"

**Città di Torino** – "City of Turin" or "Turin Municipal Authority"

**Comitato di Presidenza** – President's Committee

**comitato scientifico** – Use "technical committee" or "academic committee" rather than "scientific committee."

**commissione internazionale dell'Arca** – "International Ark Commission"

**comune** – "town" or "city," see **Comune**

**Comune** – "Municipal Authority" (local government authority) or "municipality" (geographic area)

**condotta** – Italian convivium

**contadino** – Prefer "farmer" to "peasant."  
As adjective, use "rural."

**co-produttori** – "co-producers"

**corso di Laurea in Scienze gastronomiche** – "three-year undergraduate degree course in Gastronomic Sciences" or "degree course in Gastronomic Sciences"

**corso di laurea triennale** – "three-

year undergraduate degree course"

**crosta** (cheese) – "rind"

**Cucina di strada** – "Street Food"

**dare dignità** – "to give recognition"

**decina** – Generally translate as "dozen."  
Example: *decine di razze* – "dozens of breeds."

**degustazione guidata** – "guided tasting"

**didattica** – "academic" or "teaching," never didactic

**digestivo** – "digestif"

**disciplinare di produzione** –  
"production protocol" (can also be production regulations, but not when describing Presidia)

**distillati** – Prefer "spirits" to distillates.

**docente di** – "lecturer in"

**docenti** (UNISG) – "lecturers"

**DOP** – "PDO" with definition ("protected designation of origin")

**dottore/dottoressa** – Don't translate, unless referring to a medical doctor or someone with a PhD. Can use "Mr." or "Ms." if necessary.

**dozzina** – Generally translate as "decade" rather than "twelve" when referring to years.  
Example: *una dozzina di anni* – "around a decade."

**eco-gastronomia, eco-gastronomica** – “eco-gastronomy,” “eco-gastronomic”

**educa, promuove, tutela** – “educates, promotes, protects”

**enogastronomia** – Translated as “food and wine,” not enogastronomy.

**Enoteca** – Don’t translate.

**equo-solidale** – “fair trade” or “fair-trade” (adjective)

**farro** – Can be either “emmer” or “spelt”, so best to leave as “farro.”

**fiduciario** – “convivium leader”

**filiera** – “production,” “production chain” or “production process”; or “distribution chain” (depends on context)

**filetto** – “fillet” (except in French usage: “filet mignon”)

**Fondazione Slow Food per la Biodiversità Onlus** – “the Slow Food Foundation for Biodiversity”

**fondi** – “funds”

**formaggio a pasta cotta** – “cooked-curd cheese”

**formaggio a pasta cruda** – “uncooked-curd cheese”

**formaggio a pasta filata** – “stretched-curd cheese”

**forno a legna** – “wood-fired oven” not “wood oven”

**frazione** – Prefer “village,” as in “Pollenzo is a village near Bra”; alternatively “hamlet” or “suburb.”

**friabile** – “crumbly”

**gastronomo** – “food and wine expert”

**giallo paglierino** – “straw-yellow”

**giovani** – “young people” (unless specifically talking about teenagers)

**Gran Sala dei formaggi** – “Great Hall of Cheese”

**Grande Mercato dei Formaggi** – “Cheese Market”

**Guida al vino quotidiano** – “Slow Food’s guide to everyday wines”

**Gusto o sbagliato?** – “Taste Test: Playing with the Senses”

**handicappato** – “disabled”

**IGP** – “PGI” with definition (“protected geographical indication”) if necessary.

**industria agroalimentare** – “agriculture industry” or “food industry”

**istituto alberghiero** – “hospitality school”

**Laboratorio del gusto** – “Taste Workshop”

**Laboratorio del latte** – “Milk Workshop”

**Laboratorio dell’acqua** – “Water Workshop”

**Laboratorio della terra** – “Earth Workshop”

**latte crudo** – “raw milk” or “raw-milk” (adjective)

**malga** – “Alpine pasture,” “Alpine dairy,” or “mountain pasture,” “mountain dairy” depending on context.

**Mangiamoli giusti** – “Fare’s Fair”

**manifestazione** – “event”

**Manifesto della qualità secondo Slow Food** – “Slow Food Manifesto for Quality”

**Manifesto Slow Food in difesa dei formaggi a latte crudo** – “Slow Food Manifesto in Defense of Raw Milk Cheese”

**Manifesto sul cambiamento climatico e il futuro della sicurezza alimentare** – “Manifesto on Climate Change and the Future of Food Security”

**Manifesto sul futuro del cibo** – “Manifesto on the Future of Food”

**Manifesto sul futuro dei semi** – “Manifesto on the Future of Seeds”

**i Master post lauream** – “the postgraduate Masters”

**mensa** – “canteen” or “cafeteria”

**il Mercato** – “the Market”

**Mercati della Terra** – “Earth Markets”

**metodo classico** – “champenoise method”

**ministri, ministeri** – Specify country. Example: “Italian Minister for Foreign Affairs.”

**Ministero degli affari esteri** – “Italian Ministry of Foreign Affairs”

**Ministero della Salute** – “Italian Ministry of Health”

**Ministero delle politiche agricole alimentari e forestali** – “Italian Ministry for Agricultural, Food and Forestry Policies” or “Italian Agriculture Ministry”

**Ministro degli affari esteri** – “Italian Foreign Affairs Minister” or “Italian Minister for Foreign Affairs”

**Ministro delle politiche agricole alimentari e forestali** – “Italian Agriculture Minister”

**mollica** – crumb

**molluschi** – Prefer “shellfish” to “mollusks.”

**nascere** – “to create,” “to establish” (depending on context; avoid using “born”)

**ogm** – “GMOs”

**olio di oliva extravergine** – “extra-virgin olive oil”

**Onlus** – Should always be eliminated from English text.

**organolettico** – Do not translate as organoleptic, use “sensory” as in “sensory characteristics” or “sensory qualities.”

**Orto in Condotta** – Leave as is, if necessary define as “Slow Food’s school gardens project in Italy.”

**Osterie dell’Italia** – “Italian osteria guide”

**Panini d’amare** – “Fishwiches”

**Panino d’Autore** – “Artisanal Sandwiches”

**pasta** (cheese) – “paste” or “interior”

**pasticceria** – “pastry shop” (preferred) or “confectionery” (if specializing in candies or chocolates)

**pastore** – Prefer “herder” unless referring only to “shepherds,” “goatherds,” etc.

**Pensa che mensa!** – “Dream Canteen”

**pescatori** – Can be “fishermen,” but use “fishers” or “fishing communities” if women are also involved in the fishing activities.

**Piazza della birra** (Cheese) – “Bierplatz”

**piccoli** – see **produttori piccoli**

**Prealpi** – “Prealps.” Example: *i Prealpi Biellesi* – the Biellese Prealps

**Presidenza** – “President’s Committee”

**Presidio** – “Presidium”

**produttori piccoli** – “small-scale producers”

**Progetto c@ntine** – “C@ntine project”

**prosciutto** – Leave as “prosciutto” for raw, use “ham” for cooked.

**provincia** – Either “province of Cuneo/ Vercelli/etc.,” or in text often preferable to write “near Cuneo.” Example: *piccolo comune nella provincia di Brescia* – “a small village near Brescia.”

Avoid using Italian province abbreviations (Cn, To), prefer “near Cuneo; near Turin.”

**Provincia** – “Provincial Authority” (local government authority) or “province of” (geographical area)

**ragazzi** – “young people” (unless specifically talking about teenagers)

**razza** – “breed”

**referente** (Presidium) – coordinator

**Regione** – “Regional Authority” (local government authority) or “region of XXX” or “XXX region” (geographical area)

**responsabile del Presidio** – “Presidium coordinator”

**Rettore** (UNISG) – “Dean”

**ristorazione collettiva** – “public food service”

**rustico** – “hardy” (for animal breeds)

**salumi** – “cured meat” or “charcuterie”

**Sandwichese – i panini di Cheese** – “Cheese’s Sandwiches”

**sede** – “headquarters” or “campus,” not “seat”

**sede di Pollenzo/Colorno** – “Pollenzo/Colorno campus”

**socio/soci** – “member/s”

**stage** (UNISG) – “study trip”

**stage tematici e territoriali** (UNISG) – “thematic and regional trips”

**stagionato** – “aged”

**sud del mondo** – Translated as “developing countries”; do not translate as “the South of the world,” “southern hemisphere” or “Third World.”

**territoriale** – Depending on context, avoid “territorial,” prefer “local.”

**territorio** – Avoid using “territory” if possible, and use “region” or “area.”

**transfrontaliere** – “cross-border”

**transumanza** – Prefer “seasonal migration” to “transhumance,” if using the latter, then define.

**trasformazione, trasformatore** – Generally “processing” and “processors.”

**unghia** (cheese) – “under the rind”

**Università degli Studi** – Don’t translate. Example: “University of Turin.”

**Università degli Studi di Scienze Gastronomiche** – University of Gastronomic Sciences

**valorizzare** – “promote,” “enhance,” “raise the profile of,” “improve”; avoid “valorize”

**vitigno** – “vine variety” or “grape variety” (if not referring to the actual plant)

**zootecnica** – Prefer “animal husbandry” to “zootechnics.”

**zootecnico** – Do not translate as “zootechnical,” but as “livestock researcher,” “breeder,” or “farmer,” depending on context.

# Food Terminology

## CURED MEATS

Generally capitalize specific meats (Presidia, ones only made in specific places) and lowercase generic meats (made in many different places).

Birollo  
bottarga  
bresaola  
Capicollo  
Capocollo  
carne salada  
chorizo  
chouriço  
Cicitt  
Ciughe (plural)  
cotechino  
Culatello  
Goose in Onto  
lardo  
lomo  
Lucanica  
Luganega  
Mariola  
mortadella  
Mortandela  
Mustardela  
Paletta  
Testa in Cassetta  
pancetta  
Pestàt  
Pezzente  
Pitina  
prosciutto  
Salama da Sugo  
salame  
salami  
salsichón  
Signora

Soppressata  
Spalla Cruda  
Suovas  
Susianella  
Tarese  
Tsamarella  
Violino

## CHEESES

Capitalize Presidium cheeses, unusual cheeses and cheeses named after a place name. Lowercase generic cheeses that are made in many different places.

Agordo  
Asiago  
Bagòss  
Bitto  
Bra Duro  
Bra Tenero  
Brânzá de Burduf  
Brie  
Brus  
burrata  
Cabrales  
Caciocavallo  
Caciofiore  
Cacioricotta  
Canestrato  
caprino  
Cas  
Casizolu  
Casolét  
Castelmagno  
Cevrin  
cheddar (or Cheddar if Presidium)  
Cheshire  
chèvre  
Comte  
cottage cheese  
cream cheese

crescenza  
Double Gloucester  
Edam  
Farindola Pecorino  
Fatuli  
feta  
Fiore Sardo  
fontina  
Formadi Frant  
Fossa  
Garrotza  
Geitost  
Gorgonzola  
Gouda  
Grana Padano  
Graukäse  
halloumi  
Kechek el Fouqara  
Lancashire  
Lodi Panterone  
Maiorchino  
Manchego  
mascarpone  
Monte Veronese  
Morlacco  
mozzarella  
mozzarella di bufala  
Oscypek  
Osilo Pecorino  
Panterone  
Parmesan  
pecorino  
Pecorino Romano  
Pélardon Affiné  
Provola  
Provolone  
Rove Brousse  
Pultost  
Puzzone  
queso fresco  
questo blanco  
Ragusano

ricotta  
ricotta forte  
ricotta salata  
Robiola  
Roquefort  
Serra da Estrela  
Single Gloucester  
Sir iz Mijeha  
Sirene  
Sora  
Stilton  
Texelse Schapenkaas  
Toma  
tomme  
Tuma  
Vacherin Fribourgeois  
Vastedda  
Vezzena  
Zincarlin

# Presidia List

As at August 2010, there are 150 Presidia in 53 countries around the world.

## Western Europe

### Austria

- Pit Cabbage
- Lungau Tauern Rye
- Vienna Gemischter Satz Wines
- Wachauer Saffron
- Wiesenwienerwald Chequer Tree

### Cyprus

- Tsamarella

### France

- Barèges-Gavarnie Mutton
- Bearne Mountain Pasture Cheeses
- Breton Pie Noir Cow
- Gascon Chicken
- Gers Mirandaise Ox
- Haute-Provence Einkorn
- Noir de Bigorre Pig
- Pardailhan Black Turnip
- Pélardon Affiné
- Roussillon Dry Rancios
- Rove Brousse Goat Cheese
- Saint-Flour Golden Lentil

### Germany

- Bamberger Hörnla Potato
- Champagner Bratbirne Pear Spumante
- Franconian Grünkern
- Limpurg Cattle

### Ireland

- Irish Raw Milk Cheeses

### Netherlands

- Aged Artisanal Gouda
- Chaam Chicken
- Drenthe Heath Sheep
- Kempen Heath Sheep
- Limburg Syrup
- Oosterschelde Lobster
- Texel Sheep Cheese

### Norway

- Artisanal Sognefjord Geitost
- Møre og Romsdal Salted Cod
- Pultost from Hedmark and Oppland

### Counties

- Sørøya Island Stockfish
- Sunnmøre Cured and Smoked Herring
- Villsau Sheep

### Portugal

- Mirandesa Sausage

### Spain

- Ballobar Capers
- Carranzana Cara Negra Sheep Cheese
- Euskal Txerria Pig
- Maestrat Millenary Tree Extravirgin Oil
- Ganxet Bean
- Jiloca Saffron
- Mungia Talo
- Sitges Malvasia
- Zalla Violet Onion

### Sweden

- Jämtland Cellar Matured Goat Cheese
- Reindeer Suovas

### Switzerland

- Bedretto Valley Pastefrolle Cookies
- Dörrbohnen
- Farina Bóna
- Locarno Valley Cicitt
- Muggio Valley Zincarlin
- Müstair Valley Rye Bread

Pays d'Enhaut Chantzet  
Raw Milk Butter  
Raw Milk Vacherin Fribourgeois  
Swiss Brenzerkirsch  
Tafeljura Plum Orchards  
Traditional Matured Emmentaler  
Wallis Traditional Rye Bread

United Kingdom  
Artisanal Somerset Cheddar  
Fal Oyster  
Gloucester Cheese  
Old Gloucester Beef  
Three Counties Perry

## Central and Eastern Europe

Armenia  
Motal

Belarus  
Rosson Infusions and Wild Fruits

Bosnia and Herzegovina  
Cheese in a Sack  
Pozegaca Plum Slatko

Bulgaria  
Karakachan Sheep  
Smilyan Beans  
Tcherni Vit Green Cheese

Croatia  
Ljubitovica Šarak Garlic

Georgia  
Georgian Wine in Jars

Hungary  
Mangalica Sausage

Macedonia  
Wild Fig Slatko

Poland  
Oscypek  
Polish Mead

Romania  
Bugeci Mountains Branza de Burduf  
Saxon Village Preserves

Tajikistan  
Pamir Mulberry

Uzbekistan  
Bostanlyk Ancient Varieties of Almonds

## Middle East

Afghanistan  
Herat Abjosh Raisin

Lebanon  
Jabal 'Amel Freekeh  
Kechek el Fouqara Cheese

## North America

Canada  
Red Fife Wheat

United States of America  
American Raw Milk Cheeses  
Anishinaabeg Manoomin  
Cape May Oyster  
Makah Ozette Potato  
Navajo-Churro Sheep  
Sebastopol Gravenstein Apple

## Latin America

### Argentina

Andean Corn  
Quebrada de Humahuaca Andean

### Potatoes

Yacón

### Bolivia

Pando Brazil Nut

### Brazil

Aratù  
Barù Nut  
Canapù Bean  
Juçara Palm Heart  
Piancò Valley Red Rice  
Sateré Mawé Canudo Nectar  
Sateré Mawé Native Waranà  
Serra Catarinense Araucaria Nut  
Umbù

### Chile

Blue Egg Chicken  
Calbuco Black-Bordered Oyster  
Merkén  
Purén White Strawberries  
Robinson Crusoe Island Seafood

### Dominican Republic

Sierra Cafetalera Coffee

### Ecuador

Nacional Cacao

### Guatemala

Huehuetenango Highland Coffee  
Ixcán Cardamom

### Mexico

Chinantla Vanilla  
Chontalpa Cacao

Seri Fire Roasted Mesquite  
Tehuacán Amaranth

### Peru

Andean Kañihua  
Pampacorral Sweet Potatoes  
San Marcos Andean Fruit  
Traditional White Chuño

## Africa

### Cape Verde

Matured Planalto de Bolona Goat Cheese

### Egypt

Siwa Date

### Ethiopia

Harena Forest Wild Coffee  
Wenchi Volcano Honey  
Wild Harena Forest Coffee  
Wukro White Honey

### Kenya

Lare Pumpkin  
Mau Forest Dried Nettle  
Mushunu Chicken from Molo  
Nzoia River Reed Salt  
Pokot Ash Yoghurt

### Madagascar

Alaotra Lake Dista Rice  
Andasibe Red Rice  
Mananara Vanilla

### Mali

Dogon Somè

### Mauritania

Imraguen Women's Mullet Bottarga

Morocco

Alnif Cumin

Argan Oil

Taliouine Saffron

Zerradoun Salt

Senegal

Dionewar Island Wild Fruit Juices

South Africa

Zulu Sheep

## Asia

Armenia

Motal

China

Tibetan Plateau Yak Cheese

India

Dehra Dun Basmati Rice

Japan

Unzen Takana Vegetable

Malaysia

Bario Rice

Rimbàs Black Pepper

New Caledonia

Lifou Island Taro and Yam

## Notes on Naming/Translating names of Presidia and Food Communities

- The location of the product should come before the name of the product e.g. "Mendoza Biodynamic Wine Producers" NOT "Biodynamic Wine Producers of Mendoza"
- When translating from "razza bovina" in Italian, use:
  - o "cow" when referring to a cheese product (female animals)
  - o "cattle" when referring to a meat product (both male and female animals)
  - o "ox" when translating from "bue" (a castrated male)
- Keep the name of the product singular when the Presidium refers to a single product e.g. Tibetan Plateau Yak Cheese for one type of cheese, BUT Irish Raw Milk Cheeses when the Presidia includes a number of different types

# Resources

The following websites are useful resources when writing for Slow Food.

## **Dictionaries:**

<http://www.dictionary.com>

Brings together several US dictionaries

<http://www.garzantilinguistica.it>

Italian-English dictionary

<http://www.wordreference.com>

Useful Italian-English discussion forums – see forum search results at the bottom of a regular dictionary search

## **Grammar:**

<http://www.libraryonline.com/default.asp?PID=29>

Guide to US punctuation rules

## **Film:**

<http://www.imdb.com>

Particularly useful for translations of film titles

## **Fish:**

<http://www.fishbase.org>

Search the names of fish species in different languages

## **Measurements:**

<http://www.onlineconversion.com>

For all measurement conversions

## **Wine:**

<http://www.watson.it>

Italian-English wine vocabulary

[www.slowfood.com](http://www.slowfood.com)