



Slow Food® UK

Press Release

For Immediate release: 10/11/08

Slow Food UK engage the community in rediscovering our heritage

A Perry tree can live up to 350 years but what use is this if we don't engage in the reason for the tree being there, understand the land that it stands on and what it can offer us as a community.

Slow Food UK is using its greatest asset, over 50 convivia (local groups) to reach out to the community through their Orchard Project. The Slow Food UK Orchard Project's aim is to create awareness in the UK of our heritage orchards, community orchards and our orchard fruit. By recording where heritage trees exist we can identify where there is a need to re-establish forgotten varieties that are native to a particular region.

Slow Food UK are connecting – convivia, orchard and community. They will create a series of maps plotting where you can find your nearest convivium, orchard and school. Bringing together communities to ensure the knowledge of our heritage fruit varieties is passed on to the next generation.

The Slow Food network of communities will work with members, non-members and like-minded organisations to establish what we already have. Identification is the key to rediscovering our heritage.

The Slow Food UK Orchard Project will be launched at **The BBC Good Food Show London Olympia on 14th November at The Slow Food UK Stand** (Gallery level SL9) at **4p.m.** The first stage of the project is an invitation through the Slow Food UK website at www.slowfood.org.uk to record what you already know about your area via a simple survey form. Once this is established Slow Food UK will work to protect existing heritage orchards and trees to ensure sustainability. They will work towards reintroducing local varieties to an area through a community orchard or school garden. This could result in the creation of new orchards to plant native varieties that may have been lost to a particular area.

Slow Food UK Director, Sue Miller is leading the project and commented that ***"It is important to create awareness through education. Engaging the community especially children is the key to bringing to the home, the importance of our food heritage. Through young people and working with schools we can reach families and connect them with our convivia and their local food heritage"***

Once records have been established Slow Food will provide a knowledge bank on the Slow Food UK website. This will include information on orchard maintenance, educational worksheets, traditional customs and recipes using orchard produce to capture the flavours and tastes that are part of our unique heritage. Through the Slow Food convivia they will bring the community together to celebrate our food heritage and educate for the future.

Jamie Oliver has proved through his Ministry of Food initiative that there is a need to "pass it on" within the community and this has never been more poignant in the protection of our food heritage.

Sue Miller 9th November 2008

Notes for Editors:

- The Orchard Project will be launched at the BBC Good Food Show in London Olympia on 14th November at The Slow Food UK Stand (Gallery level SL9) at 4p.m
- The Slow Food UK new Website will be launched on 14th November 2008
- Photo's of orchard events run in the pilot scheme through Slow Food Bedford can be obtained through slowfoodbedford@ntlworld.com or by calling Sue Miller at the number listed below.
- All press are invited to the launch at The Slow Food UK Stand on 14th November at 4p.m. stand number
- Slow Food International website is www.slowfood.com

Slow Food UK

Slow Food UK is a non-profit, voluntary educational and campaigning organisation - the national arm of the international Slow Food movement, with a dedicated office in Ludlow, Shropshire - that protects British food, preserves biodiversity and promotes food and taste education. The movement is growing fast in the UK, as more and more people discover how Slow Food can help to protect Britain's food culture and traditions. Up and down the country our members gather together with their local convivia to organise events such as producer visits, taste workshops, local markets, seminars and dinners. Each convivium is different, but all have the aim of celebrating and protecting the traditional foods of their region, giving visibility to small-scale farmers, fishermen, growers and artisan producers. There are currently 50 convivia and over 2,300 members. If you would like to find out how to join the movement and your nearest convivium, please send an email to info@slowfood.org. or call 01584 879599

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