



TERRA MADRE

— americas

Exhibitor Guidelines

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Slow Food®

Visit
SACR★MENTO



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INTRODUCTION



Terra Madre Americas and its Markets are the main showcases for the Slow Food network: its activities, projects, policies and international campaigns. It is therefore essential that Market producers be ambassadors of Slow Food and present products that are in line with the good, clean and fair philosophy and the international campaigns of Slow Food.

- For the defense of biodiversity, the promotion of eco-friendly agroecological practices, the protection of soil fertility, good water management, the protection of the landscape, respect for animal welfare, transparency with consumers, the defense of raw milk and the promotion of sustainable fishing practices
- Against the excessive use of synthetic chemicals in agriculture (fertilizers and phytochemicals); GMOs; the use of artificial additives, preservatives, and colorings; food waste and the excessive use of packaging and disposable, single-use containers.

These guidelines are subject to continuous revision in order to make them as useful as possible to producers, and to keep them in line with Slow Food principles.

General Rules

Terra Madre Americas Marketplace is exclusively for food producers. The products presented and sold must always be produced by the producers themselves. Distributors and market/grocery retailers are not allowed to display or sell their products. The event's organizers will evaluate the possibility of granting exceptions to this rule for specific cases.

- Products must not contain GMOs.
- Products must use packaging that is minimal, biodegradable, recyclable, or easy to break down.
- During the event days, exhibitors cannot use plastic plates, cutlery or glasses. Only biodegradable or objects made from natural materials (wood, glass, plant fibers, etc.) can be used.

All guidelines are binding. It is up to producers to guarantee their compliance and to report any and all incidences of non-compliance to the event organizers. The event organizers may grant exceptions as they see fit.



ANIMAL PRODUCTS

Milk, Cheese and Dairy Products

- The animals' diet must be GMO-free.
- Cheeses and dairy products must be made with milk sourced from farms that uphold high animal welfare standards, preferably produced locally. Cheeses must be made using animal or plant rennet. Microbial rennet is not permitted.
- Cheeses that have undergone chemical rind treatments or smoking with liquid smoke are not allowed for sale.
- Products containing synthetic additives e.g., preservatives, colorings, emulsifiers, thickeners, etc., are not allowed for sale
- Products flavored with artificial flavorings are not allowed for sale.

Eggs

- Eggs must meet California standards established by Proposition 12, which requires all eggs sold to be laid by hens/poultry housed in cage-free conditions or better.
- The use of preventive antibiotics on the animals is strictly prohibited.

Meat, Charcuterie and Processed Products

Farming

- Meat must come from farms that take into account the behavioral needs of the animals, ensuring adequate space that at a minimum meets the requirements for organic certification.
- Processed products must come from closed supply chains or from companies that purchase meat from farmers with whom they have established a specific supply agreement. In both cases, the farming must be sustainable.
- Farms and producers must have Food Safety Certifications.

Feeding

- The animals' diet must be GMO- free. Priority given to exhibitors who utilize organic feed.



Slaughtering

- Slaughtering facilities must be as close as possible to the farm to avoid stress to the animals. Facilities must be Federally or State-certified.

Processed

- Products containing whey, caseinates and milk derivatives, additives (polyphosphates, artificial flavors, taste enhancers, colorants, etc.), and starters (sucrose, dextrose, etc.) are not allowed to be sold.
- Only nitrites, nitrates, and ascorbic acid are allowed in ground raw sausages and, as provided by legislation, in cooked sausages.
- The sale of foie gras and preserves derived from the forced or “assisted” feeding of geese and ducks is prohibited.

Fish and Seafood Products

- Bluefin tuna, swordfish, eel, and cod, either fresh or preserved, can be sold only if sourced from either fishing zones where stocks are not at risk of extinction* or projects committed to resource management and repopulation.
- Fish products from intensive aquaculture may not be displayed and sold. However, small-scale aquaculture of shellfish and herbivorous or native fish species is encouraged, especially as part of an integrated model of sustainable development.
- The sale of wild algae or small-scale traditional cultivated algae is permitted where it is integrated into a sustainable coastal development model.
- Fish roe may be sold only if it comes from farms which meet the requirements of these guidelines or from wild stocks that are not at risk of extinction*; and only if the rest of the fish is also sold or transformed into other products.
- The FAO zone of origin must be clearly indicated on the products as well as the type of fishing used, which must be highly selective in order to reduce bycatch.
- Fish and seafood products must be made using species captured in the production zone.



- Products that use synthetic preservatives, additives, coloring, or any other synthetic chemicals are not allowed, nor is the use of artificial aromas. Secondary ingredients must be of high quality and, wherever possible, of local origin.
- Products stored in oil must bear an indication of the type of oil used, which must abide by the guidelines in “Oils and vegetable fats”.

** To evaluate the level of risk for each fish stock, Slow Food works on a case-by-case basis, using the Slow Fish network and the International Union for Conservation of nature (IUCN, iucn.org) red lists as its consulting references.*

Honey

- High level of animal welfare standards must be respected in beekeeping for honey making, specifically:
 - for emergency feeding is only allowed pollen, honey or sugar (no protein-rich foods or powdered milk)
 - The use of antibiotics is strictly prohibited
- Only mixed-flower honey (not derived from a blend) and single-flower honey can be displayed and sold.
- Pasteurized honey cannot be displayed or sold.
- Honey that has been heated to slow crystallization cannot be displayed or sold.



CEREALS, FLOURS & DERIVATIVES

Cereals, Flours and Derivatives

- Flours milled from genetically modified grains and commercial hybrids cannot be displayed and sold.
- Only flour milled from grains whose origin is known and indicated can be displayed and sold.
- Wholemeal flours can be displayed and sold if milled from the whole grain and are not made from white flour with the addition of bran.
- Flours containing milk or milk by-products, vitamins, acidifiers, antifungals, thickeners, gelling agents, stabilizers, or other chemical products used as preservatives and to improve the flour's technical characteristics cannot be displayed and sold.
- Self-raising mixes and flours for pizza, cakes, and desserts cannot be displayed and sold, with the exception of gluten-free products.
- Gluten-free preparations containing pure flours and natural thickeners (tapioca starch, carob, xanthan gum) may be displayed and sold.
- Gluten-free preparations may not contain added sugars beyond those naturally present in the cereals (e.g. sucrose, dextrose, glucose syrup, fructose syrup, etc.).

Bread

- Any bread on display and for sale must be made using flours that conform to the guidelines above.
- It is preferred that bread made with natural leavening (sourdough) can be displayed and sold. A small percentage of brewer's yeast to activate or improve the leavening is allowed.
- Products made from reworking frozen or partially cooked dough cannot be displayed and sold.
- Bread made with bread-making improvers and aids, artificial additives, stabilizers, preservatives, flavor enhancers, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors, and nature-identical flavors cannot be displayed and sold. Only bread that is preserved naturally is allowed to be used, displayed, or sold.



- The use of natural thickeners and stabilizers like guar gum, gum arabic and xanthan gum is permitted in gluten-free breads.
- Any natural flavorings used must consist of herbs, spices, essential oils, and/or their extracts. The ingredient list or product datasheet must indicate the specific source (e.g., sage, rosemary, garlic, cumin, fennel seeds) rather than using the generic term 'natural flavors'.
- Bread containing refined oils or lards, or other substitutes (e.g. olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.
- Gluten-free breads made with naturally gluten-free flours, including starches from gluten-free cereals or tubers, may be displayed and sold.

Baked Goods and Sweets

- Any baked goods or sweets on display and for sale must be made using flours that conform to the guidelines above.
- The ingredients that characterize the product (chestnuts, walnuts, olives, etc.) must show supply chain transparency.
- The minimum standard for eggs is outdoor free-range (category 2). Eggs must meet California standards established by Proposition 12, which requires all eggs to be laid by hens housed in cage-free conditions or better.
- Baked goods and sweets containing frozen or freeze-dried eggs cannot be displayed and sold.
- Baked goods made using bread-making improvers and aids of synthetic chemical origin and/or of chemical extraction, like additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- The use of natural thickeners and stabilizers like guar gum, gum arabic, xanthan gum, and non-GMO lecithin is permitted in gluten-free products.
- Any natural flavorings used must consist of herbs, spices, essential oils, and/or their extracts. The ingredient list or product datasheet must indicate the specific source (e.g., sage, rosemary, garlic, cumin, fennel seeds) rather than using the generic term 'natural flavors'.
- Baked goods and sweets containing refined oils or lards or other substitutes (e.g. olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.



Dried Pasta, Fresh and Filled Pasta

- Pasta on display and for sale must be made using flours that conform to the guidelines above, as well as fillings and other ingredients (such as eggs).
- Only fresh pasta made entirely in the company's facilities can be displayed and sold.
- Pasta and fillings made with additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors, and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must consist of herbs, spices, essential oils, and/or their extracts. The ingredient list or product datasheet must indicate the specific source (e.g., sage, rosemary, garlic, cumin, fennel seeds) rather than using the generic term 'natural flavors'.

Rice

- Only rice grown by the company can be displayed and sold.
- Priority will go to producers whose cultivation is sustainable with regards to the fertilization, protection and working of the soil. Chemical herbicides, hormonal treatments and neonicotinoids are not allowed.
- Rice that has undergone whitening treatments with oil (Camolino rice), glucose, and talc (coated or glazed rice) cannot be displayed and sold.



FRUITS, VEGETABLES & DERIVATIVES

Fruits and Vegetables

The cultivation must be sustainable such as:

- Proper soil use (gentle cultivation, rotations, cover crops, etc.)
- Organic fertilization
- Exclusion of chemical weeding and any treatment with hormones and growth stimulants
- Low environmental impact defense products, and, wherever possible, the application of biological control. Only fruits and vegetables that haven't been treated with synthetic chemical substances after harvest may be displayed and sold.

Fruit and Vegetable Preserves

- The minimum percentage of fruit in jams is 65%.
- In vegetable preserves, the minimum percentage of vegetables is 60%.
- Fruit and vegetable preserves that contain synthetic chemical ingredients or ingredients of chemical extraction, e.g., freeze-dried ingredients or synthetic flavorings, colorings, additives, supplements, and processing aids, including artificial sweeteners, thickeners, gelling agents, emulsifiers, stabilizers, antioxidants, sulfites, and zeolites cannot be sold.
- Product labels must indicate which oils were used in their production.
- Any natural flavorings used must be herbs, spices, essential oils, and/or extracts of these. The label or data sheet must specify the ingredient used (sage, garlic, cinnamon, etc.) rather than the generic terms "natural flavors".
- For dried products, the use of any chemical substances, including carbon dioxide, in the phase of conservation (both before and after packaging) is prohibited.



Extra Virgin Olive Oil

- Oils on display and sold must be produced using olives cultivated sustainably with regard to the fertilization, protection and working of the soil. Oils must also not use chemical herbicides, hormonal treatments, or neonicotinoids during production.
- The oil mill must be within an olive-growing area. If the location is not indicated on the label, it should be declared during the self-declaration phase.

Oils and Vegetable Fats

- Only oils extracted by mechanical cold pressing can be displayed and sold.
- Oils on display and sold must be produced using olives and vegetable fats cultivated sustainably with regards to the fertilization, protection and working of the soil. Oils must not use chemical herbicides, hormonal treatments or neonicotinoids during production.
- Oils in which the provenance of the plant is not specified cannot be displayed and sold.
- A GMO-free certification is obligatory for soy and rapeseed oils.



CHOCOLATES, COFFEE, TEA, INFUSIONS & SALT

Chocolate and Cacao-Based Products

- For dark chocolate products, cacao beans must be the main ingredient of the finished product.
- The origin of the product (region, name of the producers, and/or cooperative) must be clearly displayed.
- Products containing synthetic flavorings and/or ingredients of chemical extraction (e.g., vanillin), GM ingredients (e.g., GM soy lecithin), palm oil, coconut oil, and generic vegetable oils (where the provenance is not given) cannot be displayed and sold.
- The cultivation of cacao must be sustainable with regard to the fertilization, protection, and working of the soil. Chemical herbicides, hormonal treatments, and neonicotinoids are not allowed.
- The main ingredient of cacao-based products cannot be sugar.
- Products that are not certified Fair Trade are not permitted.
- Certified Organic preferred. Supply chain transparency is required.

Coffee

- All companies from the sector applying to participate must go through a preliminary step with Slow Food Coffee Coalition to be integrated into the planned activities.
- Single-origin coffees are allowed for sale. The sale of blends will be evaluated on a case-by-case basis.
- The origin of the product for sale (region, producer's name, and/or cooperative) must be clearly displayed.
- Coffee cultivation must be sustainable with regard to fertilization and the preservation of soil fertility; chemical weed control and hormonal treatments are not permitted, and products containing neonicotinoids are prohibited.
- Products that are not certified Fair Trade are not permitted.
- Certified Organic preferred. Supply chain transparency is required.



Tea and Infusions

- The cultivation of tea and herbs must be sustainable with regard to the fertilization, protection and working of the soil. Teas and herbs must not use chemical herbicides, hormonal treatments, or neonicotinoids during production..
- Teas or infusions containing synthetic aromas cannot be displayed and sold. Any natural flavorings used must be herbs, spices, essential oils, and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase “natural flavors.”
- The product origin must be indicated.
- Products that are not certified Fair Trade are not permitted.
- Certified Organic preferred. Supply chain transparency is required.

Priority will be given to producers who:

- Sell teas fermented using traditional methods, processed manually or using rolling rather than methods like CTC.
- Have Organic Certification

Salt

Only salt that has been harvested or extracted with respect for the environment and in decent working conditions can be displayed and sold. Salt from non-renewable sources is prohibited.

Aromatic and Medicinal Plants and Derivatives

- The cultivation of aromatic and medicinal herbs must be sustainable with regard to the fertilization, protection, and working of the soil. Aromatic and medicinal herbs must not use chemical herbicides, hormonal treatments, or neonicotinoids during production.
- The sale of infusions containing synthetic ingredients and/or flavorings of chemical extraction is not permitted.
- “Natural” flavorings must be herbs, spices, essences, and/or extracts thereof. The label must specify the raw material used (sage, rosemary, garlic, cumin, fennel seeds, etc.) and not the generic indication “natural flavors.”
- The zone of origin for the production and harvest of the ingredients must be specified.



WINE, VINEGARS, BEER & SPIRITS

Wine

All companies from the sector applying to participate must go through a preliminary step with Slow Food Wine Coalition to be integrated into the planned activities.

- Wineries must directly cultivate at least 70% of the grapes used for their wine production (with exceptions for certain areas traditionally engaged in an extensive grape trade, such as Madeira, Napa Valley, Southern Spain, etc.).
- Wineries must refrain from using fertilizers, herbicides, and anti-botrytis agents derived from synthetic chemicals.
- Wineries must abstain from using reverse osmosis and physical methods of must concentration. Additionally, unless traditional for sparkling wines or wines that traditionally employ them, the use of Concentrated Rectified Must (CRM) or sugar (depending on the country) should be avoided. The use of chips to flavor wines is not allowed.
- Sulfites may be added to wines up to 100 parts per million (mg/L) (as for the definition of “made with organic grapes” label from USDA).
- Wines must reflect the terroir of origin. Therefore, the use of indigenous yeasts is encouraged, as well as scientific research aimed at isolating indigenous yeasts that can be replicated and used by the winery or other winemakers in the same area and/or appellation.
- Wines must be free of major enological defects, as these tend to homogenize wines and flatten territorial differences.
- It is desirable that the winery actively collaborates with the entire agricultural community to enhance the food system of the area in which it operates. It is essential for the winery to maintain a good relationship with its collaborators and employees, encouraging their personal and professional growth. Similarly, the winery should collaborate and share knowledge with other grape growers in the area, avoiding unfair competition.



- The sustainable wine grower promotes biodiversity through practices such as alternating vineyards with hedges and wooded areas, soil management that includes cover crops and fallows, and avoiding bare soil (except for short seasonal periods). The protection of pollinating insects and beneficial fauna is essential, preferring organic-approved insecticides if necessary, and avoiding their use during the flowering of the vines and other herbaceous species in the vineyard. The raising of animals should respect their well-being, and the on-site production of manure is encouraged. Additionally, the winery should produce compost from pruning residues and other organic materials.
- The use of environmental resources for wine production must be conscious and sustainable. The use of irrigation systems should be limited as much as possible and aimed at avoiding cases of severe water stress.
- If new buildings are to be constructed on the estate, they must respect the landscape. In the case of existing constructions, any potential renovation and management should consider the parameters of environmental sustainability.

Vinegars

- Only wine vinegars produced with the company's grapes can be displayed and sold.
- Only fruit vinegars produced with local ingredients, preferably grown by the company, can be displayed and sold.
- Only vinegars that are aged in barrels and produced in artisanal methods and acidified with a natural starter can be displayed and sold.
- Priority will go to wine vinegars made using traditional grape varieties.
- Only traditional balsamic vinegar, which follows the specifications for traditional balsamic vinegar production, can be displayed and sold.

Beer

- Beers made using certified organic malt are preferred.
- The labels or data sheets must clearly indicate all ingredients used and the treatments used.
- In the case of Beer Firm beer brands (beer companies that produce beer without owning their own brewing equipment), it will be necessary to indicate the facility where the beer was produced.



Spirits

- No ingredient may come from genetically-modified crops.
- Spirits produced ideally using local ingredients (including ingredients used for infusions) can be displayed and sold, with preference given to those based on local traditions. Exceptions are possible when certain ingredients are not locally available. In all cases the main ingredients must be indicated.
- Spirits containing synthetic products such as flavorings, colorings and sweeteners cannot be sold.

