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**December 10, 2011**  
**Celebrate Eating Locally**

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## Euro Gusto

**France - 17 Nov 11**

The second edition of Euro Gusto, the European Slow Food biennale dedicated to taste, biodiversity and food culture, is being held in Tours this weekend, from November 18-20. With a key goal of bringing together the pleasure of the table and responsible consumption, the event will host a wide range of activities, from a large producers' market to educational activities for both children and adults, as well as conferences and meetings.

This year Euro Gusto is also bringing together Slow Food's leaders and members from 29 countries to work on specific campaigns, including the association's founder and current president Carlo Petrini. Petrini will speak on the future of agriculture and food production on Friday 18 at a conference, before presenting the recently released French edition of his latest book *Terra Madre*, published in France by Alternatives.

Among the many issues being raised over the weekend, climate change will take center stage on Saturday when Slow Food representatives come together to discuss the association's new "Food and Climate Change" document. The relationship between the food system - production, transformation, marketing, consumption and waste - and climate change will be discussed in a conference funded by the European Union and lead by speakers including Slow Food International General Secretary Paolo Di Croce; Slow Food climate change advisor Irene Biglino; Ariadna Rodrigo from Friends of the Earth Europe and Markéta Braine-Supkova from the International Urban Food Network.

Outside of the more formal settings, host city Tours has devised numerous ways to engage the visiting public. The popular Producers' Market will offer a taste of **Slow Food Presidia** products, representing food cultures from transalpine countries. Fourteen French Presidia will be joined by others coming from Italy, Spain, Switzerland, Sweden, Macedonia, Romania, Bulgaria and Poland. Terra Madre food communities from Italy, Ivory Coast and Mauritania will also be hosted by the event.

The problems of the global food system will be looked at through the lens in a photographic exhibition and a series of short films shot in Africa; adults and children can experience interactive areas that explain the history of food; a virtual supermarket reflects the impact of our choices and shows just how important small daily decisions can be; an enoteca will offer 640 specially chosen wines; street theater will bring the message to the open area; a rich program of Taste Workshops and conferences will provide a more detailed experience; and a new area. *l'espace métiers* is focused on discover professions tied to the restaurant business.

The city of Tours is one of the four European cities participating in Slow Food's 4Cities4Dev project, co-financed by the European Union, together with Turin, Bilbao and Riga. This is the first major event held in a project city and fully represents the project's mandate to work to raise awareness and guide citizens towards more responsible and aware consumer food choices in Europe.

### To find out more:

[www.eurogusto.org](http://www.eurogusto.org)

[www.4cities4dev.eu](http://www.4cities4dev.eu)

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



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