



Snail of Approval

Swan Valley and Eastern Regions Slow Food Convivium Inc.

For Good, Clean and Fair Producers or Businesses

The **Snail of Approval** is an International recognition program aimed at inspiring producers, businesses, and consumers, to promote and consume **GOOD, CLEAN** and **FAIR** produce and ingredients around the world, and your Swan Valley and Eastern Regions Slow Food Convivium has established a local **Snail of Approval** in Western Australia

If, as the farmer poet Wendell Berry says, "Eating is an agricultural act", it follows that producing food must be considered a "gastronomic act".

Producers and businesses can be recognised if they produce or provide food which is

GOOD, CLEAN and FAIR.

- **GOOD:** seasonal, local, quality, flavoursome and healthy food
[A food's flavour and aroma, recognizable to educated, well trained senses, is the fruit of the competence of the producer and of choice of raw materials and production methods, which should in no way alter its naturalness].
- **CLEAN:** sustainable production with low impact on the environment
[The environment has to be respected and sustainable practices of farming, animal husbandry, processing, marketing and consumption should be taken into serious consideration. Every stage in the agro-industrial production chain, consumption included, should protect ecosystems and biodiversity, safeguarding the health of the consumer and the producer].
- **FAIR:** accessible prices for consumers and fair conditions and pay for producers and their workers and staff
[Social justice should be pursued through the creation of conditions of labour respectful of man and his rights, and capable of generating adequate rewards; through the pursuit of balanced global economies; through the practice of sympathy and solidarity; and through respect for cultural diversities and traditions].

Continue reading overleaf to see how the **Snail of Approval** can benefit your business.



Snail of Approval

Slow Food's **Snail of Approval** recognition can provide your business with the following benefits:

- The Slow Food **Snail of Approval** Logo to be displayed at your place of business:
- Use of the Slow Food **Snail of Approval** Logo in publicity and advertising:
- Listing in the directory of Recognised Businesses on the Swan Valley and Eastern Regions Slow Food website
- Opportunity to showcase your produce or venue at our Long Table Lunches and other Slow Food Events throughout the year.
- Included in the International directory of Slow Food producers and eateries via the **Slow Food Planet Mobile Application**.
- Slow Food operates in over 150 different countries worldwide, so tourists, especially those from Europe, North America, Asia, and other parts of Australia, realize the significance of the **Snail of Approval** and **Good Clean** and **Fair** recognition, and often choose to patronize establishments that comply with Slow Food principles.

Who can apply?

Businesses that support the philosophy of **Good, Clean** and **Fair** food and are based in Western Australia.

Applications are open to growers, restaurants, cafes, food artisans, and retail outlets.

Successful applicants must be members of, or have made membership application to, the Swan Valley and Eastern Regions Slow Food Convivium.

What does it cost?

The application process is free although it is expected that applicants support the Slow Food movement by becoming, or show they already are, members of the Swan Valley and Eastern Regions Slow Food Convivium.

Guidelines for the **Snail of Approval** Application and Approval Process

1. Application forms are available from the Secretary of the Swan Valley and Eastern Regions Slow Food Convivium Inc. (email info@slowfoodswanvalley.com.au) and must be completed in full, and submitted for approval.
2. A committee appointed by the Swan Valley and Eastern Regions Slow Food Convivium Inc. will consider all applications (including if necessary an onsite visit). The Committees decision is final.
3. Successful applicants will be recognised for a period of 2 years after which recognition will be reviewed prior to renewal.
4. Producers and Businesses must be Slow Food Members to be awarded this recognition.
5. This recognition is subject to periodic review.

Swan Valley and Eastern Regions Slow Food Convivium Inc.

www.slowfoodswanvalley.com.au