

Talking about Slow Food



Being clear about your motivation for being a Slow Food member is important when communicating with potential members. What does Slow Food mean to you? Here are some examples:

“For many people it’s about personal values. I’m a member of Slow Food USA because it’s part of being healthy and more mindful about the food I eat.”

“Slow Food is the only organization in the food world that connects the local, national and international. I like supporting an organization that is holistic and interconnected.”

“I like Slow Food’s emphasis on the positive. I appreciate the value Slow Food places on sharing a meal and the connection between joy and justice.”

“Slow Food matters because food is shared by people in communities and it’s one of the only organizations that is setup to foster that experience. There is tremendous power in that: more people, more power.”

Imagine you are representing your chapter at Saturday’s farmers market and someone asks you to sum up what your organization does. How can you be brief and also start a conversation that might lead to bringing them in?

“Slow Food USA is a movement promoting good, clean and fair food for all. Our chapter built a garden at Osage Elementary to teach kids about the importance of growing and eating fresh produce. What does good food mean to you?”

“Slow Food is part of a global, grassroots movement that connects the pleasure of food with a commitment to community and the environment. Our chapter is supporting local farmers, Edwards Organic Farm, at our next farm to fork dinner. Will you join us on October 10th?”

What would you say to bring in a potential Slow Food supporter? What is your personal story?