



Slow Food Foundation  
for Biodiversity

## RULES GOVERNING EARTH MARKETS

In signing this document, the Alliance of the ....., Earth Market declares it is in agreement and undertakes to observe and enforce the following rules:

### THE ALLIANCE

In order to carry out the Earth Markets project, it is necessary to create locally-based alliances.

An Alliance involves creating a network between various bodies, institutions, producers, associations and parties active in developing the local economy (a development model focused on the value of the community, environmental sustainability and cultural traditions).

The Alliance can be constituted in the legal form that is most appropriate for its specific objectives (association, committee, temporary consortium etc.).  
The Alliance must be composed of: Slow Food Italy, producer associations and local bodies.

The Alliance will set up a Management Committee; this body must have at least one representative from each member of the Alliance and a majority for the producers.

The Alliance promotes the creation of Earth Markets and sets them up at the local level.





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## FREQUENCY

Earth Markets must be organized at regular intervals so they can foster social relationships. They provide an opportunity for producers and the public to meet, help producers to come together and enjoy better commercial prospects, and allow the public to become participants in the production process.

Earth Markets must be held at least once a month, but is more desirable and recommended to be held more frequently; they must always be held at the same time and place, and can thus become an opportunity for stable and long-lasting association, trade and relationships. In particular circumstances at the discretion of the Alliance, special sessions of the market may be organized.

## A SIGNAL

Among the various symbolic acts to be introduced to the project, there will be a signal to mark the start of the Earth Markets, through the use of a bell or flag or other appropriate measure. It can also become a symbol of ritual and social behavior that everyone can recognize.

## THE EARTH MARKETS NETWORK

In signing the Protocol of Understanding, the Alliance enters the Earth





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Markets Network, joining other similar local events in Italy and other countries. The benefits of the network include the ability to use skills and experience gained elsewhere to allow the exchange of constructive advice.

The Slow Food Foundation for Biodiversity organizes training courses for the Earth Markets project, communicates at an international level (including the website for the whole Earth Markets Network), produces educational and other required material, provides operational coordination of the Network at an international level, and develops graphic tools for the project.

## THE PRODUCERS

The producers at an Earth Market can only sell products they have grown, raised, harvested, caught, preserved or transformed themselves: traders, refiners and selectors are excluded.

Producers must be personally present at the Earth Markets or represented by members of their family and staff at their farm or business who are directly involved in the production process.

Producers intending to attend Earth Markets are required to present the appropriate self-certification document at each event (Annex D), where they state the products sold and document the production process.

Producers must furthermore guarantee that their produce fully conforms to the concepts of good, clean and fair. Collective bodies may be present, managed directly by the committee/consortium, for products from producers unable to attend for socioeconomic or cultural reasons.

Producers relieve the Management Committee and the Alliance from any civil or tax liabilities and responsibility in the event of improper behavior by the producer.





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Following an initial period, producers may be asked to contribute economically to the management expenses of Earth Markets, at the discretion of the Management Committee

## THE MANAGEMENT COMMITTEE

The Management Committee, an Alliance body, has the task of organizing Earth Markets activities, promoting the project and ensuring that producers respect the guidelines and regulations governing producer participation. The parties making up the Alliance must be present on the Management Committee, each with their own representative.

The producers must be involved in managing Earth Markets through the presence of a democratically selected representative on the market Management Committee. The Alliance freely decides on the form of election for producer representatives; in every case producers will form a majority on the Management Committee.

The management committee also has the power to expel any producer who operates in clear conflict with the rules, the Code of Use for Trademarks and Logos, the regulations and the guidelines.

The producers of Slow Food Presidia must be represented on the market Earth Markets Management Committee.

Slow Food Italia is the exclusive owner of the Earth Markets trademark, whose use will be granted to the Management Committee on a yearly basis in accordance with the provisions of the Code of Use for Trademarks and Logos.





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## GOOD FOODS

The products sold at Earth Markets are good because they have been evaluated by tasting commissions using Slow Food parameters of gastronomic excellence: complexity, balance and local character.

## NATURALNESS OF PRODUCTS

The products sold at Earth Markets are natural, i.e. obtained using traditional production processes that respect the environment. Organic, biodynamic or similar types of certification are respected and highly regarded but do not confer preferential treatment in the choice of producers and products at Earth Markets.

## LOCAL FOODS

The products sold must represent a culturally homogeneous community and come from a local area no further than 40 km from the venue of the Earth Market.

At the discretion of the Management Committee non-local Slow Food Presidia and food communities may appear as guests at Earth Markets to a maximum 10% of the total number of stalls.





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In addition, again at the discretion of the Management Committee, other non-local products which respect the principles of good, clean and fair may be admitted.

Local Slow Food Presidia and food communities are always invited to take part in Earth Markets initiatives, and are admitted by right.

## **GM FREE**

The use of GMOs (genetically modified organisms) is prohibited at all stages of production of products present at Earth Markets.

## **NON-FOOD PRODUCTS**

Artisans may be present at Earth Markets in a ratio of 1 to 10 relative to food producers, providing they sell products closely linked to local food or local tradition.

The Management Committee will evaluate the attendance of other institutional and promotional bodies.

The local Slow Food convivium will be present with a members' stand to provide information to members and the public, sign up new members and sell publications. It will also provide information about other projects in keeping with the Slow Food philosophy that are running in the local area.

## **FAIR PRICES**





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The prices charged at Earth Markets must be transparent and must meet criteria of fairness both in properly remunerating the work of producers and in fairly treating consumers who should benefit from the reduced costs of direct sale.

The Management Committee is responsible for controlling these conditions and will carry out periodic checks on average product prices in the geographical area for the Earth Markets.

## **ENVIRONMENT AND SUSTAINABILITY**

Earth Markets respect the surrounding environment; and are therefore consistent with the urban context where they are held: they limit their production of waste and properly dispose of it. Energy saving initiatives are strongly encouraged. The materials used for tastings and packaging must be biodegradable wherever possible.

## **INFORMING AND EDUCATING**

Apart from legal product labeling requirements, any additional information provided by producers attending Earth Markets is appreciated and encouraged.

For this purpose information leaflets will be provided which “tell the story” of each product, describing the production process, properties of the product and any other information the producer considers useful.





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Educational and training activities will be considered a preferential feature for admission to Earth Markets.

*Signed in acceptance*

*The Alliance of the Earth Market of \_\_\_\_\_*

