Ark of Taste

Slow Food

and Biodiversity
The defense of biodiversity is at the center of Slow Food’s work
But what is biodiversity?
If biodiversity disappears what will happen to our food?
Biodiversity is the **diversity of life** and allows it to continuously adapt.
The rate of extinction of species and varieties ...
... has increased by more than 1000
The earth is undergoing its sixth mass extinction
And the cause?
For the first time, the cause is man
Agriculture is one of the causes of this loss of biodiversity

Industrial agriculture is based on a handful of species and varieties:

- with standardized tastes
- able to be produced anywhere, without a link to the territory
- able to resist lengthy transportation
In the last 60 years thousands of species, breeds and varieties selected by humans have disappeared, but also breads, cheeses, cured meats and sweets....
75% of plant varieties have been irreversibly lost
Why is it important to save local varieties and breeds? Because they are often the best adapted to the territory. They require less water and chemical inputs. They are a priceless cultural heritage.
What we want to save is not just genetic material, **not just a catalogue of seeds**. Each product means seeds, land, culture, environmental and social sustainability, nutrition and taste.
To save this wealth, Slow Food has a number of projects, managed through the Slow Food Foundation for Biodiversity
Ark of Taste (1150 products on board)
What is the Ark of Taste?

A catalogue of products that are linked to the culture and traditions of a community: domestic species (breeds and varieties), wild species, and processed food products (e.g. breads, cheeses)
We must also nominate **processed products** (such as cheeses, breads)
What is the purpose of the Ark?

- to point out the existence of these products
- to warn of their risk of disappearing
- to invite everyone to take action to save them
Taking action means:
- nominating, searching, eating, buying and promoting them
- sometimes, as in the case of wild species, it means not eating them as they are at risk of extinction
Where do we start in identifying products for the Ark?

- catalogues and previous research
- farmers’ markets
- chefs, journalists, experts, producers
We must ask lots of **questions** and cross check information
We must **taste** the products
The most important element is the link of these products to the memory of a community, a culture and a territory.
They must be artisanal products, produced in limited quantities.
They cannot be privately registered brands
The risk of extinction can be real, but also potential.
Anyone can save a piece of the richness of our planet.

We need your help too. Tell us about the product you want to save.

You can fill out the form on the website or send this postcard to:
Slow Food USA
68 Summit Street, 2B - Brooklyn, NY 11231
www.slowfoodusa.org
megan@slowfoodusa.org
Tel: 718 260-8000
facebook.com/arkoftaste
twitter.com/arkoftaste

The product I’m nominating is: ____________________________

Description: __________________________________________

__________________________

__________________________

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Historical production area: ______________________________

Why is it at risk of disappearing? __________________________

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Name of nominator: _________________________________

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__________________________

Phone __________________________ Email ______

Who can nominate a product for the Ark? Anyone, not just experts
Who can nominate a product for the Ark?
Anyone, not just experts
What is the difference between Ark and Presidia?
The battle to save biodiversity is not just any battle. It is a battle for the life of the planet. And it must become the daily battle of every one of us.