***WASHOKU* AT ALIMENTARIA 2014**

**“RECONNECTING PRODUCERS WITH CONSUMERS:**

**CSA, SLOW FOOD, LOCAL CONSUMPTION-LOCAL PRODUCTION.**

**SHARING EXPERIENCES BETWEEN ITALY SPAIN AND JAPAN”**

**Barcelona, 01 April 2014**

**Pavilion 3 – The Alimentaria HUB - Sala Agora**

**10.30-11.30h**

**Panel discussion**: “Re-connecting producers with consumers: Sharing experiences and between Spain, Italy and Japan”.

**Speakers:**

**Mr Akihiko Sugawara**, President Slow Food Association, President Chamber of Commerce, President Città Slow, Kesennuma City, Miyagi Prefecture (Japan)

**Mr Hiroyuki Takahashi**, President NPO Tohoku Taberu Tsushin, CSA Magazine, Hanamaki, Iwate Prefecture (Japan)

**Mr Guillem Miralles,** coordinator, Xarxa de Productes de la Terra, Diputació de Barcelona (Spain)

**Mr Massimo Borrelli**, Director, Slow Food Education, (Italy)\*

**Moderator:**

**Mr Ramón Santmartí**, Coordinator Fundació Alicia, Promoter of [“Gastroteca”](http://www.gastroteca.cat/) (Catalonian Government)\*

**Target public:**

Governmental institutions devoted to the promotion of local food production/consumption.

Entrepreneurs (buyer, distributors, retailers, etc.) interested in conscious, human-based food consumption

Small-size, high end producers interested in international expansion

Eco-Consumers Associations

**Background**

This round table is part of “Washoku at Alimentaria 2014”, a special section devoted to the promotion of Japanese gastronomy within the renowned International Food Fair Alimentaria that will be hold in Barcelona between March 31st and April 02nd 2014.

The round table wishes to present to the public newly emerged along with well established projects that aim at reconsidering the role of food and nutrition in our society. The economic progress in developed countries, the introduction of a life style based on fast consumption rather than enjoyment, the widespread concentration of the population in large metropolitan areas are some of the factors that have caused a radical and often abrupt transformation of the millenarian relation of mankind with its environment, traditional society and local nutrition. Seasonality, natural rhythm of production, local wisdom, direct relation between producer and consumer, are all elements that in the past few generations have been gradually lost ground to an industrialized form of food consumption.

The round table “CSA, Slow Food, Local production-local consumption” presents successful projects from Spain, Italy and Japan that are changing the way people relate with the food they eat, produce and consume.

The selection of representatives from Spain, Japan and Italy, is not casual, but has an historic reason: the year 2014 marks the celebration of the 400th anniversary of Spain-Japan bilateral relations that will be celebrated in 2015 between Italy and Japan. This round table, therefore, wishes to be the first in a number of future triangular encounters among these three countries.

**Panelists:**

**Akihiko Sugawara:**

The city of Kesennuma (North East Japan) declared herself Japan’s first [Slow Food](http://www.japanfs.org/en/news/archives/news_id025248.html) city way back in 2003 and just recently (December 2013) has been recognized as Japan’s first [Città Slow](http://www.cittaslow.org/article/japan-kesenuma-first-cittaslow).

Since the tsunami that devastated the town in 2011 there is a strong will to reconstruct the city in terms of sustainable development and in the respect of the natural pace of what use to be a fishermen village. Even if the city suffered enormously from the effects of the tsunami, local residents decided that their future will be one of men “Living with the sea”, as past generation had done before.

Mr Akihiko Sugawara, President of the local Chamber of Commerce, Slow Food Association and Città Slow Association, and CEO of sake breweries Otokoyama, will explain what are Kesennuma’s plans for the future in the respect of local culinary traditions and local life style.

**Takahashi Hiroyuki:**

One of the youngest independent politicians of the Iwate Prefecture for a few years, Mr Takahashi decided after the tsunami of 2011 to give up politics and change the path followed by his country (depopulation of rural areas, massive use of pesticide, subsidized agriculture, etc) by acting on a micro level. In 2012 he founded the NPO [Tohoku Taberu Tsuushin](http://www.japanfs.org/en/news/archives/news_id034516.html), a CSA (Consumers Supported Agriculture) magazine devoted to the promotion of a more human relation between food producers and consumers.

Subscribers receive monthly with the magazine a product that is the topic of the monthly issue and then share on a subscribers-only Facebook group receipts and information with other subscribers and producers. Producers meet their customers periodically in Tokyo in networking dinners organized by the magazine and consumers are welcome to visit producers in the countryside.

**Guillem Miralles**

Guillem is coordinator of the [“Xarxa de Productes de la Terra”](http://productesdelaterra.diba.cat/) (Network of local food products”) a project promoted by the Barcelona Metropolitan Government aimed at giving support to the production and consumption of local products by local restaurants. The Xarxa includes Restaurants and Hotels and local producers and is supported by local government as an instrument to promote the uniqueness of traditional gastronomy and ingredients and a more conscious tourism, based on seasonality and respect for local communities and the environment.

**Massimo Borrelli**

[Slow Food Educa](http://www.slowfood.it/educazione/welcome.lasso?-id_pg=1)

**TOPICS TO BE DISCUSSED (proposal)**

* Brief introduction of each project, their characteristics and goals
* Comparing the relations between consumers and producers in each country
* The social and legal context
* The relation with main stream production, fast food and supermarket chains
* The importance of education in nurturing conscious consumers for the generations to come
* How their respective projects are impacting the relation between producers and consumers and that of society with nutrition in general
* What are the differences (if any) in the “application” of the Slow Food philosophy in each of the three countries?
* Could projects such as Taberu Tsushin or Xarxa be exported in other countries?
* Future plans and possible collaborations

