WHO WE ARE

Slow Food USA is part of the global Slow Food movement creating drastic change in more than 160 countries. In the US, there are more than 150 local chapters and 6,000 members. Through a vast volunteer network of local chapters, youth and food communities, we link the pleasures of the table with a commitment to protect the communities, cultures, knowledge and environments that make this pleasure possible.

Our mission is to inspire individuals and communities to change the world through food that is GOOD, CLEAN and FAIR for ALL.

GOOD: Food which is delicious, nutritious, strengthens community and promotes diversity
CLEAN: Food which protects natural resources and promotes sustainability
FAIR: Food which respects all laws and supports the dignity of labor from field to fork
ALL: Food which is accessible to all and celebrates a diversity of cultures and traditions

Slow Food USA’s chapters inspire and gather people who care about the food we buy, eat and enjoy; and who believe that everyday choices connect across our environment, economy, and culture.

We protect and celebrate:
- the pleasure of a shared meal
- food traditions
- farmers, ranchers, fishers, and food laborers
- markets, restaurants, and food artisans
- the environment
- animals
- heritage food traditions

ABOUT THE 2017 ANNUAL CHAPTER REPORT

This chapter report offers a snapshot of local chapters and what they accomplished in 2017. To collect this information, the Slow Food USA national office sent an email in November 2017 to all official chapter email accounts, asking leaders to complete and submit the chapter survey. Submissions were accepted through the first half of 2018. Chapters that did not complete and submit a survey are not included in this report. Not all chapters answered every question, so the data is solid but not perfect. Thank you to everyone – 85 chapters – who took the time to respond! Your efforts helped make this report as accurate as possible.
CHAPTERS BY THE NUMBERS

Size of Chapters:
- People on chapters’ email list: 104,167
- People who learned of Slow Food for the first time in 2017 through a local chapter: 107,002
- People who attended chapter’s 2017 events: 118,224

Social Media:
- 98% had Facebook fans, with an average of 1,717 per chapter
- 91% had Website
- 53% had Instagram accounts
- 49% used a Twitter handle, with an average of 2,939 followers

Percent Chapter Revenue:
- Total revenue in 2017 of 70 chapters: $894,410

Percent Chapter Expense:
- Total expenses in 2017 of 72 chapters: $805,597

Bank Balance as of December 31 2017 of 72 chapters: $721,421
The Slow Food USA national office defines a chapter as “in good standing” if it:
i. is up-to-date on tax filings
   ii. files annual chapter report
   iii. complies with chapter guidelines

GOVERNORS
CHAPTERS DEMOGRAPHICS

Slow Food USA’s survey asked about the age, gender, income, race and ethnicity, and residence of 2017 chapter leadership. Below is the data, contextualized with the survey results from 2015 and 2016. (All data is shown in percentages. The percentage may not add up to 100% because some of the categories are not mutually exclusive and some numbers were rounded.)

AGE:

RACE AND ETHNICITY OF BOARD MEMBERS:
Low income is defined as under $50,000; middle income is defined as between $50,000 and $120,000; high income is defined as over $120,000
WHAT LOCAL CHAPTERS DO

Here’s a look at the gatherings and programs offered by local chapters and percentages of chapters reporting this type of programming in 2017:

- Farmers Markets
- Education
- Ark of Taste
- Farms and Farming
- Farm to Table Dinners
- School Gardens
- Tastings
- Biodiversity
- Community Gardens
- Children
- Plant a Seed Campaign (Ark of Taste seeds)
- Local Food Policy
- Youth (Middle School, High School)
- Community Supported Agriculture (CSAs)
- Urban Agriculture
- Snail of Approval
- Menu for Change: Eat Local Challenge
- College or University Campus
- Chefs’ Alliance
- Food Justice
- Agritourism
- Slow Meat
- Menu for Change: Meatless Monday
- Equity and Inclusion
- Slow Fish
- Slow Beer
- Slow Wine
- Food and Farm Bill
- Slow Food Planet App
- School Food Reform
- Presidia
- Slow Grain
- Menu for Change: Make a Gift
- Slow Cheese
WHAT LOCAL CHAPTERS PRIORITIZE

Local chapters determine their own top priorities for each year. Below are the percentages of what areas chapters concentrated on followed by sample quotes from individual surveys.

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<th>Education and Spreading Awareness</th>
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<td>Farmers and Purveyors</td>
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<td>Chapter Development</td>
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**Education and Spreading Awareness:**
- Teach people how to grow food and the biodiversity of available vegetables via Garlic Sourcing Project – St. Louis
- Taste Education Events: highlight role of heritage, superior flavor/ nutrition and sustainability – Pittsburg
- Raise awareness of the benefits of fermented foods on the human microbiome through a dinner series – Ventura County
- Support and grow the Ark of Taste in the garden, at our tables, and through city-wide educational campaigns – Charleston

**Farmers and Purveyors: Markets, Growers, Restaurants, Artisans, Produce**
- Continue and expand the Mobile Market to provide fresh produce in a low income food desert – Beaumont
- Optimize fundraising efforts for Urban Harvest programming and expansion through additional grant funding and fiscal sponsorship – NYC
- Develop a Snail of Approval program for Louisville area restaurants, chefs and farmers – Bluegrass

**Board, Leader, Chapter, Membership Development**
- Cultivate new leaders in order to fill officer and board openings in 2018 and beyond – East End
- Trying to maintain in spite of having less than 40 members – Hawaii Island
- More youth representation on our board – Vermont
Community Engagement and Events: Festivals, Workshops, Dinners, etc.
- Supporting our Slow Food Baltimore book club, that meets every other month with a potluck dinner – Baltimore
- Farm to Fork to Film: A Evening Celebrating Women in Food – San Francisco
- Annual Bale Grist Mill Harvest Dinner: raises thousands of dollars each year to cover the cost of operating and maintaining one of two water-driven mills remaining West of the Mississippi River – Napa Valley

Youth: School Gardens, Cooking, Education
- Farm to school programming – Baton Rouge
- School gardens and food literacy for children – Prescott
- Field trips for school children to the market – Tennessee Valley

Diversity and Inclusion
- Increase accessibility to the organization (via different events with different prices/pricing structures) – Columbus
- Host at least one free event – Benito Bounty
- Bringing new and different people from our community together for a variety of events – Austin
WHERE ARE WE GOING

Devoted to the belief that food brings profound joy to us as individuals, we also recognize the role it plays in providing an important sense identity (especially to those who are marginalized by the industrial food system). As such, we understand food to be an important bridge between likely and unlikely allies. In this spirit of bridging, we stage gatherings, launch campaigns forge partnerships to change the world through food. Whether via the amazing work of local chapters or via issue specific assemblies — like Slow Fish, Slow Meat and Slow Gardens — we encourage you to join us in forging community through food. You can slowly without Slow Food, but it’s far more enjoyable to take it on together.

SLOW FOOD NATIONS

Slow Food Nations is an annual festival held in Denver, Colorado to taste and explore a world of good, clean and fair food for all. Inspired by Slow Food International’s biennial Terra Madre gathering in Turin, Italy, Slow Food Nations will combine the energy of a street food festival, rigor of an academic conference, and inspiration of a cultural exchange.

Leaders and eaters, farmers and chefs, educators and families will come together for three days of tastings, tours, and talks in July. Entrance to the festival is free and includes a taste marketplace, an outdoor culinary stage, gardening and cooking activities for kids and families, intimate talks, and many more events. Ticketed events include dozens of interactive workshops, fun block parties, regional food and farm tours, roundtable discussions, and one-of-a-kind dinners throughout the weekend.
NEW CHAPTERS ESTABLISHED IN 2017 – 2018

- Slow Food Michigan State University
- Slow Food South Georgia
- Slow Food Heartland
- Slow Food Dallas Fort Worth
- Slow Food Central Iowa
- Slow Food Hofstra University