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Analysis of the Slow Food movement impact on the farmers and rural areas' sustainable development

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To
Nabil, Irina, Nathalie, André,
Alexandre & Ivan

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List of acronyms and abbreviations

AEA	Atomic Energy Authority
APHA	American Public Health Association
CFS	Committee on World Food Security
CFI	Comparative Fit Index
CO_2	Carbon dioxide
CMIN/DF	Chi-square index for the degrees of freedom
ETC/SCP	European Topic Centre on Sustainable Consumption and Production
FAO	Food and Agriculture Organization
IFAD	International Fund for Agricultural Development
KMO	Kaiser–Meyer–Olkin
NFI	Normed Fit Index
NGOs	Non-Governmental Organisms
OECD	Organization for Economic Co-operation and Development
PEU	Perceived Ease of Use
PU	Perceived Usefulness
RMSEA	Root Mean Square Error of Approximation
SCP	Sustainable consumption and production
SEM	Structural Equation Model
SF	Slow Food
TAM	Technology acceptance model
UNCED	United Nations Conference on Environment and Development
TM	Terra Madre
UN-HLTF	United Nations System High Level Task Force
UTAUT	the Unified Theory of Acceptance and Use of Technology
WFS	World Food Summit
WHO	World Health Organization
%	Percentage

Abstract

The evaluation of the farmers' communities' approach to the Slow Food vision, their perception of the Slow Food role in supporting their activity and their appreciation and expectations from participating in the event of Mother Earth were studied. The Unified Theory of Acceptance and Use of Technology (UTAUT) model was adopted in an agro-food sector context. A survey was conducted, 120 questionnaires from farmers attending the Mother Earth in Turin in 2010 were collected. The descriptive statistical analysis showed that both Slow Food membership and participation to Mother Earth Meeting were much appreciated for the support provided to their business and the contribution to a more sustainable and fair development. A positive social, environmental and psychological impact on farmers also resulted. Results showed also an interesting perspective on the possible universality of the Slow Food and Mother Earth values. Farmers declared that Slow Food is supporting them by preserving the biodiversity and orienting them to the use of local resources and reducing the chemical inputs. Many farmers mentioned the language/culture and administration/bureaucratic issues as an obstacle to be a member in the movement and to participate to the event. Participation to Mother Earth gives an opportunity to exchange information with other farmers' communities and to participate to seminars and debates, helpful for their business development. The absolute majority of positive answers associated to the farmers' willingness to relate to Slow Food and participate to the next Mother Earth editions negatively influenced the UTAUT model results. A factor analysis showed that the variables associated to the UTAUT model constructs *Performance Expectancy* and *Effort Expectancy* were consistent, able to explain the construct variability, and their measurement reliable. Their inclusion in a simplest Technology Acceptance Model could be considered in future researches.

Key words: *Slow Food, Mother Earth, farmers, perception, performance expectancy, effort expectancy*

Introduction

Globalization, industrial development, population increase and urbanization have changed the patterns of food production and consumption in ways that profoundly affect ecosystems and human diets.

Humanity is facing deeply interlinked economic, social and environmental crises that stem, in large part, from current unsustainable models of consumption and production. Humanity is now consuming more resources than ever, both per person and in absolute terms.

The trends are alarming, highlighting the inadequacy of the present food supply and dietary models. Considering (i) that the present food production and processing, food supply and distribution, and food consumption systems are not sustainable due to biodiversity loss, natural resources degradation, climate change, high energy input as well as poverty; (ii) the present vulnerability of many rural communities, and (iii), particularly the diet erosion and a consumer culture of overconsumption, urgent measures are needed to promote and disseminate the concept of "sustainability" in the world.

Food security definition was adopted by the 1996 World Food Summit (WFS): "*Food security exists when all people at all times have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life*." This definition embodies the food and care-related aspects of good nutrition. The 1996 World Food Summit definition of food security is still widely used and quoted today, with the sole addition of the word "*social*" to the phrase "*physical, social and economic access*". This definition was reaffirmed officially in the 2009 Declaration of the World Summit on Food Security (CFS, 2009 in CFS, 2012).

Food security is built on four pillars (CFS, 2012; UN-HLTF, 2011): (i) Food availability: sufficient quantities of food available on a consistent basis; (ii) Food access: having sufficient resources to obtain appropriate foods for a nutritious diet; (iii) Food use:

appropriate use based on knowledge of basic nutrition and care; and (iv) Stability in food availability, access and utilization.

Food security is a complex sustainable development issue, linked to health through malnutrition, but also to economic development, environment, and trade. There is a great deal of debate around food security (WHO, 2012) as well on food and nutrition security (CFS, 2012). The absence of food security can have significant consequences for individuals and for society, including malnutrition, obesity, disease, and poverty.

The challenge of feeding the growing world population requires new strategies to ensure food and nutrition security - providing enough food, in quantity and quality - in which dietary patterns are important drivers for building sustainable agricultural and food systems allowing conservation of natural resources for present and future generations.

According to the World Commission on Environment and Development report (1987) “Our Common Future” - the so-called the Brundtland Report: “Sustainable development meets the needs of the present without compromising the ability of future generations to meet their needs.”

Unsustainable food consumption patterns are putting increasing stress on ecosystems, the supply of resources, goods and services, and human social systems and well-being. Food consumption and production patterns are among the most important drivers of environmental pressures: land degradation, declining soil fertility, unsustainable water use, overfishing, and marine environment degradation. The social and economic costs of diet-related illnesses are straining individuals, families and national healthcare budgets. Consumptive trends, through their direct impact on food accessibility, are adversely affecting food and nutrition security especially of the poor in developing countries.

By defending the right to gastronomic pleasure and encouraging a *slow life*, the Slow Food movement, in its simplest form, presents an alternative to fast food and the fast life. Slow food is grounded in traditional practices, regional flavours, and cultural cuisine. The movement was born in 1986 to face all the problems regarding the biodiversity and the actual unsustainable ways of consumption and production, by preserving almost-extinct traditional food products, raising the awareness of the pleasures of eating including the

social aspects of sharing a meal, taste education, and paying attention to traditional agricultural methods and techniques among other initiatives.

All the efforts of the Slow Food movement are intended to design, develop and implement progressive practices that are able to: (i) valorise the typical traditions and knowledge; (ii) protect and support local communities; (iii) promote direct relations between farmers and consumers; (iv) reduce transport miles; (v) safeguard the environment; (vi) foster global relations between all the members; and (vii) promote sustainable practices in order to achieve a sustainable way of life.

Nowadays, Slow Food movement has expanded globally to over 100,000 members in 132 countries, and it develops projects, events and activities all around the world and at all levels. It has a complex organizational structure that encourages autonomy and decision-making at the local level, while maintaining direction at the international level.

Slow Food implements the new paradigms of quality (good, clean and fair) through a number of projects:

- The Ark of Taste, which identifies and catalogues traditional quality food products endangered by industrial agriculture, the deterioration of the environment and the risk of extinction;
- Slow Food Presidia, which set out from the Ark of Taste catalogue to save traditional crafts and processing techniques and to save native animal breeds and old fruit and vegetable varieties from extinction;
- Earth Markets, a network of community - managed markets, which allows producers to meet, get acquainted, exchange information and, above all, sell their products at fair prices;
- School, Urban and Social Gardens, Slow Food's most significant and important educational project, which involves the younger generations in particular. As part of the Slow Food "A Thousand Gardens in Africa" project, gardens are designed to produce fresh and genuine vegetables as an important source of healthy food and bring supplementary income to local communities. The goal is to plant a thousand gardens across the continent.

- Mother Earth (Terra Madre), a biennial international event that brings together food communities, cooks and academic researchers – which constitute the global network - who support sustainable agriculture, fishing, and breeding with the goal of preserving taste and biodiversity. The aim of this event is to give voice and visibility to the rural food producers, raise their awareness and sustain their ability to work under fair conditions.

The present work will be oriented to evaluate the relation between Slow Food organization and Mother Earth network, with their associates for assess their level of awareness and satisfaction with respect to the Slow Food and Mother Earth values and strategies implementations.

In Chapter one, a literature review will be developed on food security and sustainable consumption and production concepts, Slow Food and Mother Earth features and relation with farmers. In Chapter two, the goals of the research will be provided. In Chapter three, a description of the model and methods of analysis will be explained. In Chapter four, descriptive statistical of the results will be discussed and finally Chapter five will synthesise and discuss the research findings.

1. Literature review

1.1. Food security

Modern agro-food systems failed to solve the problem of food security (hunger and malnutrition). In 2010 the undernourished people were 925 million, but in 2011, because of rising and volatile prices, further 44 million persons, mainly in Africa and Asia, have been forced into extreme poverty (FAO, 2011a).

Today, the main challenge for the food and agricultural sector is to simultaneously provide enough food to meet nutritional needs and to conserve the natural resources for present and future generations. FAO estimates that in 2050 to satisfy the demand of a growing and richer population, food production will have to increase by at least 60 percent in the next decades. This figure can be reduced by changing diets and decreasing food loss and waste.

Presently, about one billion people are suffering from hunger along with almost two billions with nutrient deficiencies in the world (Thompson and Amoroso, 2011) and the majority of people in most countries have become overweight and obese. Globalization, industrial development, population increase and urbanization have changed patterns of food production and consumption in ways that profoundly affect ecosystems and human diets.

About 870 million people are estimated to have been undernourished (in terms of dietary energy supply) in the period 2010-12. This figure represents 12.5% of the global population (FAO, WFP and IFAD; 2012). Hunger – defined as the lack of sufficient calories – goes hand-in-hand with other forms of malnutrition such as protein, vitamin and mineral deficiencies (FAO, 2012).

The main concern by now is the massive emergence of overweight and obesity and associated health problems, linked to changing lifestyles and diets. In fact, during the last decades, there has been an impressive drop in diet adherence index in numerous countries. Food consumption patterns have largely evolved with more consumption of animal-based products and less plant-based products, indicating a westernization of food habits.

In the State of Food Insecurity 2001 the following definition of food security was provided:"*Food security [is] a situation that exists when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life*"(FAO, 2002).

Food security is a complex sustainable development issue, linked to health through malnutrition, but also to sustainable economic development, environment, and trade. There is a great deal of debate around food security (WHO, 2012). The absence of food and nutrition security can have significant consequences for individuals and for society, including malnutrition, obesity, disease, and poverty.

Food security is built on four pillars: availability, access, utilization, and stability (CFS, 2012; UN-HLTF, 2011). It is a complex sustainable development issue linked to health, nutrition, economic development, environment, and trade. Ensuring that sufficient nutritious foods are available to all people and that they can access these foods at all times are critical elements of economic and social development (WHO, 2012).

Food consumption is variably affected by a whole range of factors including food availability, food accessibility and food choice, which in turn may be influenced by geography, demography, disposable income, socio-economic status, urbanization, globalization, religion, culture, marketing, and consumer attitude (Kearney, 2010).

The trends are alarming, highlighting the inadequacy of the present food supply and dietary patterns. Considering that (i) present food production and processing, food supply and distribution, and food consumption systems are not sustainable due to biodiversity loss, natural resources degradation, climate change, high energy input as well as poverty; (ii) present vulnerability of many rural communities; and (iii), particularly diet erosion and a consumer culture of overconsumption, urgent measures are needed to promote and disseminate the concept of "sustainability" in the world.

1.2. Sustainable consumption and production (SCP)

Agenda 21, endorsed by UNCED -United Nations Conference on Environment and Development - (in Rio de Janeiro, 1992) identified unsustainable consumption and

production patterns, particularly in industrialized countries, as the major cause of the continued deterioration of the global environment.

Sustainable consumption and production was first defined at the Oslo Symposium on Sustainable Consumption in 1994: "*Sustainable Consumption and Production (SCP) is a holistic approach to minimizing negative environmental impacts from the production-consumption systems in society. SCP aims to maximize the efficiency and effectiveness of products, services, and investments so that the needs of society are met without jeopardizing the ability of future generations to meet their needs*".

Various forces shape consumption and related production patterns. These include structural economic and socio-demographic changes, sectoral trends, land-use patterns, infrastructure, capital flows, and technological change. Consumption patterns further interact with globalization and international trade flows. Social factors, including values and learned habits, also play an important role (OECD, 1999).

Changing consumption patterns to ensure more sustainable development requires a decoupling of standards of living from resource inputs and can be promoted by further integrating environmental and sustainability concerns into public and private decision-making. Getting the prices right and internalizing external costs are key policy elements (OECD, 1999).

OECD (1999) defined consumption as the final consumption activity of households (including the production of recyclable inputs) and governments, as opposed to production that is undertaken by firms (including input use).

The term sustainable consumption has been defined by the Symposium on Sustainable Consumption in Oslo, 1994, along the lines of the Brundtland definition for sustainable development as: "*the use of goods and services that respond to basic needs and bring a better quality of life, while minimising the use of natural resources, toxic materials and emissions of waste and pollutants over the life-cycle, so as not to jeopardise the needs of future generations*" (Norwegian Ministry of Environment,1994).

This definition remains open to different interpretations. This is appropriate because the assessment of what is sustainable is site- and problem-specific, and depends on social and political decisions of acceptable levels of risk and substitution between natural capital and man-made, human and social capital (OECD, 2002).

Sustainable consumption is also defined as a function of the time within which environmental pressures must be evaluated, which can be a question of a few years or many decades. As a result, sustainable consumption is a dynamic concept that indicates the direction of change desired or required; it can evolve as new information is gathered and political preferences are established. Where ecological limits can be established, sustainable consumption can be linked to specific targets (*e.g.* for CO_2 emissions, water consumption) (OECD, 2002).

Sustainable consumption include a range of changes, such as greater efficiency in the final consumption of energy and resources, minimisation of waste, and more environmentally-sound purchasing habits of households and governments (OECD, 1999). According to the Johannesburg Implementation Plan fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development. Sustainable consumption and production (SCP) can, therefore, be considered as the practical means by which society and economies can be re-aligned so that we achieve the key goals of sustainable development in the long term (Watson *et al*., 2010).

According to the European Topic Centre on Sustainable Consumption and Production (ETC/SCP) (ETC/SCP, 2011), key principles of SCP are:

1. improving quality of life without increasing environmental degradation, and without compromising the resource needs of future generations;
2. decoupling the link between economic growth and environmental degradation, by:
   2.1. reducing material / energy intensity of current economic activities, and reducing emissions and waste from extraction, production, consumption and disposal;
   2.2. promoting a shift of consumption patterns towards groups of goods and services with lower energy and material intensity without compromising quality of life;
3. applying life-cycle thinking, which considers the impacts from all life-cycle stages of production and consumption process;
4. guarding against the rebound effect, where efficiency gains are cancelled out by resulting increases in consumption.

The overriding goal of sustainable development is to improve the quality of human life while living within the carrying capacity of supporting eco-systems and to meet the needs of the present (global) generation without compromising the ability of future generations to meet their own needs. In other words without overstretching the natural renewal rates and absorption limits of the earth's biosphere, without causing unacceptable degrees of permanent change in the biosphere, and without depleting non-renewable resources to an extent which jeopardizes future generations' access to a reasonable quality of life (Watson *et al*., 2010). Other principles of sustainable development which are particularly relevant for SCP are: accepting responsibility at the local level for global social development; increasing equity in well-being within and between societies; ensuring a more equal access to services and a fairer distribution of the environmental and health impacts resulting from our activities (Watson *et al*., 2010).

1.3. Agriculture and food systems

The challenge of feeding the growing world population requires new strategies to ensure sustainable food security (Godfray *et al.*, 2010). Food is strongly linked to health and sustainable development (APHA, 2007). Food consumption patterns, which are important drivers for agricultural and food systems, are often neglected in the research and policy areas of food security (Guyomard *et al*., 2011).

Agricultural systems *include the natural and managed processes by which food and non-food products (such as fuel and fibre) are produced from crops, livestock, fisheries and forestry. Agricultural systems are the source of the entire world's food and the main source of income for most of the world's poor and food-insecure people (FAO, 2011a).*

Food systems *overlap with agricultural systems in the area of food production, but also comprise the diverse set of institutions, technologies and practices that govern the way food is marketed, processed, transported, accessed and consumed. Food systems influence not only what is being consumed and how it is produced and acquired, but also who is able to eat, and how nutritious their food is (FAO, 2011a).*

1.4. Slow Food

One afternoon in 1986, Carlo Petrini was walking down the "Scalinata della Trinità dei Monti" (Spanish Steps), talking with a friend, when he stopped suddenly. Oriented his nose toward the sky, he inhaled. The smell of salt, oil and potato permeated the air—the unmistakable scent of French fries. Carlo shouted "Basta!" (Enough!). And the Slow Food movement was born.

Slow Food is an international movement founded in 1989 by Carlo Petrini, an Italian food writer who was troubled by the opening of the first McDonald's restaurant next to the Piazza di Spagna in the centre of Rome, not forgetting supermarkets and large-scale agribusiness that are spread in all the country. The movement's goal is to protect the "right to taste" (Slow Food, 2004) by preserving almost-extinct traditional food products, raising the awareness of the pleasures of eating (including the social aspects of sharing a meal), taste education, and paying attention to traditional agricultural methods and techniques among other initiatives.

Just a year after the demonstration against McDonald's, Folco Portinari - poet, writer and foodie - wrote the Slow Food Manifesto (Andrews, 2008).

The Slow Food Manifesto highlights the threat of the "Fast Life" and argues that Slow Food is the "only truly progressive answer" to the perils of fast food (Andrews, 2008):

- We are enslaved by speed and have all succumbed to the same insidious virus: *Fast Life*, which disrupts our habits, pervades the privacy of our homes and forces us to eat Fast Foods.

- To be worthy of the name, *Homo sapiens* should rid himself of speed before it reduces him to a species in danger of extinction…Our defence should begin at the table with *Slow Food*. Let us rediscover the flavours and savours of regional cooking and banish the degrading effects of *Fast Food.*

Slow Food tries hard to preserve traditional and regional cuisine and promotes farming of plants, seeds and livestock characteristic of the local ecosystem. It was the first established part of the broader Slow movement. The movement has since expanded globally to over 100,000 members in 132 countries. Slow Food develops projects, events and activities all around the world and at all levels. From the initiatives of Slow Food,

there is Terra Madre, the worldwide event that give a voice to small-scale farmers and food producers and bring them together with cooks, academics and youth to discuss how to improve the food system collaboratively through meetings at the global, regional and local level and exchanging knowledge around the globe.

The Slow Food movement touches on important aspects that keep local community economies vital. In particular, Slow Food is locally grounded through its goal of maintaining the viability of locally owned businesses such as restaurants and farms. At the core of the movement is the concept of "territory." Slow Food emphasizes local distinctiveness through the connection to the specificity of a place as expressed by traditional foods and ways of producing and growing produce such as wine, cheese, fruits, and vegetables.

In the early stages, Slow Food saw the defence of "tranquil material pleasure" (Slow Food Manifesto, 1989) as an antidote to the "fast life" and as a far-reaching criticism of the global consumer system. Its demands have since extended from food to progressively embrace ecology and social justice (although always in terms of their connection with food). Here lies the originality of the path chosen by Slow Food, which has developed from being a movement of "eno-gastronomes" into an eco-gastronomic association, whose philosophy is summed up today in the slogan "Good, Clean and Fair".

1.4.1. The Main Features of the Slow Food Movement

All the efforts of the Slow Food movement are intended to design, develop and implement progressive practices that are able to do the following:

• Valorise typical traditions and specific sets of knowledge, resources and competences that are disappearing under the pressure of a global, standardized mass market.

• Protect and support local communities, which play an essential role in supporting sustainability: "People are trying to find ways to shorten the distance between producers and consumers, to make the connections between the two more direct, and to make this local economic activity a benefit to the local community" (Berry, 2001). Solidal buying groups (Mercati della Terra, 2011; Petrini, 2009), community-supported agriculture (Petrini, 2009; Zsolnai and Podmaniczky,2010), farmers' markets and the locavore

movement (Locavores 2011; Roehrig, 2011) are all initiatives to foster a local, effective and sustainable economy starting from food. Furthermore, the local production allows consumers to better understand and control the shortened supply chain and the material processing.

• Form new connections and social networks amongst producers and co-producers, *i.e.* aware consumers.

• Avoid brokers and promote direct relationships between farmers and responsible consumers.

• Reduce transports to minimize the food miles (AEA Technology, 2005; Pollan, 2006).

• Protect the environment and safeguard the natural capital by: ensuring the survival of local species, developing models of production which follow the natural rhythms and the seasons, preventing and controlling pollution, closing the production and consumption loops by recovering and recycling material and avoiding waste (BioCycle, 2010; Kelly, 1994; McDonough and Braungart, 2002), protecting the biodiversity, minimizing food transport, preserving the local identity and culture, adopting more careful behaviours.

• Promote a worthy globalization through a network of neo-gastronomes, *i.e.* of aware citizens, producers, co-producers, cooks and academics (Andrews, 2008; Petrini, 2005, 2009). The different communities are not isolated but are all members of a grassroots movement, such as Slow Food, which promotes sustainable practices at the local level to achieve a real global sustainability. In particular, especially thanks to the Terra Madre project (Petrini, 2009), Slow Food has become a 'global action network', *i.e.* a 'global, multi-stakeholder, inter-organizational change network'(Waddell, 2011), or, more specifically, a 'civil society initiated multi-stakeholder arrangement that aims to fulfil a leadership role in the protection of the global commons or the production of global public goods' (Glasbergen, 2010).

• Guarantee the entire right to pleasure and good living: in brief, buen vivir, as defined in Latin America (De Marzo, 2009).

• Overcome the currently prevailing agro-food business model and also the conventional approaches to sustainability to embrace a more robust and consistent idea of sustainable development, which is rooted in a multiple bottom line perspective, taking into account the needs of the different stakeholder groups (Tencati and Zsolnai,2009).

Slow Food is a *glocal* social movement. It is not just a transnational movement; it is also a local movement. It occurs in a transnational way - its leaders and participants are from around the world - but it is rooted in local communities. Its end goals are both global and local, and its methods are strongly linked to local communities.

1.4.2. Slow Food: Example of a Collaborative enterprise

The current and prevailing paradigm of intensive agricultural production is a straightforward example of the conventional way of doing business. Slow Food presents a real collaborative enterprise and not a mainstream one.

Mainstream enterprises propagate a negativistic view of human nature. In this view, agents are always self-interested and want to maximize their own profit or utility without giving attention to persons, ecosystems and future generations. Their interactions are based on competition only and their criterion of success is growth measured in money terms. Mainstream business organizations generate vicious circles in which agents expect the worst from others and act accordingly (Ghoshal 2005).

The modern agribusiness is unsustainable: to feed a growing world population, mainly located in Africa and Asia, "…agriculture must learn to save" and "…literally, return to its roots by rediscovering the importance of healthy soil, drawing on natural sources of plant nutrition…" (FAO, 2011b). By recognizing food as a crucial and strategic issue (Petrini 2011a), Slow Food was established (and has continued to flourish) to foster alternative patterns of production and consumption (BioCycle 2010; Slow Europe 2011).

In this perspective, the Slow Food movement is an interesting example of the importance and success of collaborative practices. In particular, the Slow Food movement challenges the current agro-food model, based on mass production and aimed at maximizing economic efficiency and productivity. It is important to recognize that food is more than simply a commodity, and its production and consumption are strongly related to natural, social, cultural, historical, political, institutional, and personal issues.

The main features of the Slow Food movement presenting the collaborative characters of its organization:

- *More balanced, democratic and broader governance systems*

Slow Food is a network of networks; it is a hyper-network, which, thanks to engines of innovation at local and global levels, fosters alternative ways of production and consumption. These are, at the same time, innovative and traditional: innovative because they represent a real, feasible alternative to the prevailing socio-economic model; traditional in that they are based on the cultural heritage of local communities all over the world. The network and the related initiatives are open, call for partnerships and broad participation have developed a distributed, horizontal approach (for example, Terra Madre and Terra Madre Day) (Glasbergen, 2010; Waddell, 2011).

- *Multiple bottom line approach*

Neo-gastronomy and the related strategic vision based on the new 3Ps - People, Planet and Plate - and the innovative concept of quality framed around the 'good, clean, fair' criteria (Slow Food Italia, 2006) call for a comprehensive, holistic perspective that takes into account not only the consumption and production processes but also a compatible way of living. Real and sustainable quality requires care for the environment, for the people, and for the community in which producers and co-producers are embedded. Furthermore, it requires education, passion and time (for example, the University of Gastronomic Sciences, the Slow Food Foundation for Biodiversity, the School Garden project launched in 2004 (Slow Food Italia, 2005; Tagliacarne, 2011), the A Thousand Gardens in Africa project launched during Terra Madre 2010 (Petrini, 2011b; Slow Food Foundation for Biodiversity, 2011b; Terra Madre, 2010), the partnership between Terra Madre and Lingua Madre.

- *Cohesive stakeholder engagement*

The slow approach redesigns the strategic connections amongst the local players. Producers, co-producers, cooks, local authorities, teachers, students, and so on are all involved in a new economic pattern capable of creating values for the different stakeholders: a higher remuneration for the producers, lower prices and better quality for the consumers, better raw materials for the cooks, a stronger community and a cleaner environment for the local authorities, and so on. Slow Food advances an innovative and alternative paradigm, which builds and improves the connections, based on mutual trust and commitment, amongst the people at local and global levels - making single, isolated actors (small producers, food communities, consumers, and so on) stronger and more aware. Through its projects [for example, Ark of Taste, Presidia, and Cittaslow - the International Network of Cities where Living is Easy (Cittaslow International, 2009, 2011)], the movement increases the human, social and cultural capital in the local/global community(ies) (Pietrykowski, 2004).

- *Long-term perspective*

Rethinking the agro-food sector starting from a local orientation, opening new market opportunities to preserve and sustain traditional experiences at risk of extinction (for example, Salone del Gusto and the partnership with Coop Italia), building a system innovation (Tukker *et al.*, 2008) to change the patterns of development and make them more equitable for the present and future generations: all these collaborative efforts need a long-term perspective and durable relationships. The last two items are also the basis of the conviviality concept, *i.e.* the crucial value to understand Slow Food, its proposal, and its organization (*i.e.* the Convivia).

- *Fitting into the environment*

The short supply chain, located in a specific terroir - the core of a local food economy (Berry, 2001; Feenstra, 1997) - is perfectly embedded in the social, natural, cultural, and

institutional environment (for example, the Earth Markets). The same Presidia should not be considered as initiatives to promote luxury food (Petrini and Padovani, 2005) but drivers to support local communities in delivering seasonal, fresh, tasty, fragrant, healthy, and environment-friendly daily food to gain their food sovereignty and security (Petrini, 2009).

1.4.3. Origins and Present of Slow Food

The Arci Gola association (later was called Arcigola, which in English means arch-gluttony) was established by Carlo Petrini in 1986 in the Langhe Roero District of Piedmont Region in Italy to promote a gastronomic culture that is able to combine the pleasure of food (and wine) with a deep knowledge of the local traditions, capabilities and resources needed to realize quality products (Petrini and Padovani, 2005; Slow Food International, 2011). Arcigola was a national movement focused on the defence and promotion of the multifaceted Italian cuisine. In order to counter and advance a concrete alternative to the worldwide threat represented by the prevailing, homogenizing 'competitive model' (Tencati and Zsolnai, 2009) based on bulk production, economic efficiency and productivity via standardization, a fast and work-centred life, and fast food (Andrews, 2008), Petrini and his group of friends decided to extendand further develop the Arcigola experience. Thus, on 10December 1989, the Slow Food international association was launched in Paris by 400 members from 18 countries(Petrini and Padovani, 2005).

Today, Slow Food is a non profit, member-supported organization, which has over 100,000 members and is spread throughout 153 countries in all continents. Furthermore, eight national associations have been established in Italy, Germany, Switzerland, USA, France, Japan, the United Kingdom, and the Netherlands. Slow Food headquarters is still located in Bra, in the original Langhe Roero District, close to Turin, Italy, but the network of members is organized into autonomous local groups called Condotte in Italy and Convivia in the rest of the world. The active local points are more than 1,300 including 285 Condotte in Italy (Slow Food International, 2011; Slow Food Italia, 2011).

People, Planet and Plate: The New 3Ps for a Different Definition of Sustainability.

The basis of Slow Food organization is a new, interdisciplinary vision of gastronomy called neo-gastronomy. Starting from the original attention given to the pleasure connected with the eating and drinking experience, which is not only related to the taste but is also multisensorial and complex, this innovative approach to gastronomy calls for a stronger and broader awareness of the cultural, historical, natural, social, ecological, institutional, and productive conditions and mechanisms behind quality food (Petrini2005, 2009; Slow Food International, 2011). Therefore, the real gastronomic pleasure has to be combined with responsibility and care, *i.e.* knowledge of and respect for the local traditions, the land (and the sea), its intertwined territory and communities, and cultural and biological diversity. Hence, the new gastronomy recognizes the strategic linkages amongst people, planet andplate and goes beyond the usual vision of the sustainability concept framed around the conventional triple bottom line (*i.e.* people, planet and profits: Elkington, 2004). Local and sustainable food is the only way to feed people and, at the same time, respect the carrying capacity of the Earth, and ensure better living conditions for farmers and consumers and a real freedom of choice.

In this holistic and systemic perspective, the quality of food is deeply rooted in the quality of the surrounding ecosystem; the material and nonmaterial identity of the local community involved in the cultivation, breeding and production processes; and the overall quality of life, of which a structural element is conviviality. Conviviality which derives from the Latin cum vivere (*i.e.* living together) is based on the concepts of sharing and reciprocity (Andrews, 2008; Petrini and Padovani, 2005). In fact, the pleasure of food should be shared, and dining is mainly an expression of sociality. Thus, Slow Food promotes food and wine culture by defending and safeguarding the cultural heritage of the local communities, their savoir-faire, their social relationships, and the interrelated biodiversity.

1.4.4. Good, Clean and Fair: The Quality According to Slow Food

The idea of quality fostered by Slow Food encompasses three principles (Petrini, 2005; Slow Food International, 2011):

• The food must be good. This means that the food every person eats should taste good and give pleasure according to authenticity and naturalness criteria applied in a certain moment, in a certain place, and within a certain culture (Pollan, 2008).

• The food must be clean. Food should be produced in a sustainable way that does not harm the environment, animal welfare or human health (Maloni and Brown, 2006; Zuzworsky, 2001).With regard to this point, the traditional patterns of production aim at not only avoiding negative ecological and social impacts, but also helping to restore and protect ecosystems and ecosystems services (Hawken*et al*., 1999; Tencati and Pogutz, 2011; Ulgiati *et al*., 2011).

• The food must be fair. Food producers should receive a fair compensation for the work they do, under humane conditions, while having their dignity, knowledge and capabilities valued and respected.

This original approach to quality requires alternative and innovative ways of production and consumption to overcome the current mainstream of large-scale agro-food business. It is based on three pillars (Tasch, 2008):

• The small, to adopt the appropriate scale in social, environmental and also economic terms;

• The local, to respect and be embedded in the natural environment and the community;

• The slow, because quality needs time and passion, and a slow approach is crucial for promoting a more responsible, just and caring way of living, in line with natural and human rhythms (Manzini and Meroni, 2007; Mojoli, 2007).

To promote this agenda Slow Food aims to:

• Educate consumers (Slow Food Educa, 2011). If the target is to change the way food is produced and consumed and, all in all, the way people live, education is critical. Eating is a political act that requires making informed choices. Therefore, passive consumers

must become active and aware co-producers, who appreciate and select real quality food and support more sustainable agricultural patterns.

• Connect producers and co-producers to build exchange opportunities and foster virtuous circles to promote excellent products and overcome the constraints of the currently dominant mass production.

• Protect biodiversity in terms not only of fruits, vegetables and animal species but also of local customs and traditions that make food and life pleasant and fitting.

1.4.5. The Slow Food Foundation for Biodiversity

In order to defend the biodiversity of the world's food supply, Slow Food established the Slow Food Foundation for Biodiversity. It was founded in Florence in 2003 in partnership with the Tuscany Region. It defends the heterogeneity of the world's food supply, safeguards communities' traditional ingredients and preserving their gastronomical history and culture.

The Slow Food Foundation's projects, which cover more than 50 countries, are mainly focused on developing countries and foster a sustainable agriculture that respects the environment and the cultural identity of farmers and improves the living conditions and the quality of life in the local communities (Slow Food Foundation for Biodiversity, 2009, 2010, 2011a, 2011b; Slow Food International, 2011). Over time, thanks to fundraising and philanthropic donations, the Foundation has been carrying on several projects including Ark of Taste, Presidia, and Earth Markets.

The Ark of Taste project, launched in 1996 during the first edition of Salone del Gusto, aims to identify and catalogue quality food products at risk of extinction throughout the world. Now, 19 national commissions, an international commission and the Slow Food Convivia are committed to discovering unique products threatened by a standardized globalization process. The Ark has already recorded 1.063 items encompassing products, animal breeds and vegetable species from almost 70 countries. The Ark itself is a list of endangered fruits, vegetables, cheese, shellfish, meats, salt and wines that all hold an important place in the history, culture or traditions of a particular country or region (Kummer, 2002). The products included in the Ark are of outstanding quality in terms of taste; linked to a specific geographical area; made by small-scale artisan

producers; produced using sustainable farming methods, and in danger of extinction. They also have real economic viability and market potential (Ark of Taste, 2011; Slow Food Foundation for Biodiversity, 2009, 2010, 2011a; Slow Food International, 2008, 2011).

The most important project for the Slow Food Foundation for Biodiversity is represented by the Presidia, linked to the Ark of Taste: if the latter identifies possible targets for Slow Food intervention, then the Presidia offer concrete support. In fact, the Presidia initiatives help groups of artisan producers to preserve their traditional methods and products by offering technical assistance to improve production quality, while providing new market opportunities.

For example, in 2001 Slow Food started a partnership with Coop Italia, the purchasing and marketing consortium of the largest Italian retail chain (*i.e.* Coop), to promote the goods safeguarded by the Italian Presidia (Tencati and Zsolnai, 2009).

The Presidia project started in 1999 with two targeted initiatives in Piedmont and Tuscany. As of December 2011, there were 201 Presidia in Italy and 156 internationally. Overall, they involve more than 11,700 small-scale producers. For them, all over the world, the challenge is the same: surviving in a market where variety, diversity and real quality are squeezed out by the standardizing rules imposed by the dominant, transnational agro-food business (Friedmann and McNair, 2008; Petrini, 2009; Presidi Slow Food, 2011; Slow Food Foundation for Biodiversity, 2009, 2010, 2011a; Slow Food International, 2008, 2011; Slow Food Presidia, 2011).

One of the most recent projects is Earth Markets “Mercati della Terra”, an international network of farmers’ markets following specific Slow Food guidelines. The project begun in 2006 when the Slow Food Foundation for Biodiversity with other partners decided to start up an initiative aimed at promoting markets of local producers in Italy and all over the world. The project intends to build short supply chains of seasonal, territorial, and high-quality products (Pollan, 2006) thanks to the joint efforts of small-scale farmers and artisans, local enterprises, local communities, and municipalities.

In more detail, Earth Markets are places where producers and co-producers can directly meet and exchange local goods, which are really genuine - according to the ‘good, clean and fair’ quality criteria - and thus, also genetically modified-organism free (GMO-free).

The network is currently composed of 21 markets in Austria, Israel, Italy, Latvia, Lebanon, Romania, and the USA. New openings are expected in the near future to replicate, enhance and scale up the impact of this alternative form of distribution at the local level, and broaden the network (Earth Markets, 2011; Slow Food Foundation for Biodiversity, 2009, 2010, 2011a; Slow Food International, 2008, 2011).

To study the impact of Slow Food movement on farmers and sustainable development of rural areas, the event Terra Madre was chose to be the place where to carry out a survey, and it was held in Turin (Italy) from 21 to 25 October 2010 for its fourth edition.

1.5. Terra Madre "Mother Earth"

Terra Madre "Mother Earth" is a new player on the world scene (Petrini, 2009). It was born in 2004 as an international event in Turin. It was organized in conjunction with Salone Internazionale del Gusto "International Fair of Taste" and involved around 5,000 persons, representing different food communities. Food communities are associated with specific regions and may represent clusters, *i.e.* groups of producers operating in the same place, alliances between local farmers and transformers, or entire food chains operating locally (Petrini, 2009).
Terra Madre became a permanent world network of food communities, or local networks, which meets on a biennial basis in Turin.

The Terra Madre network, which integrates new members every day, is made up of all those who wish to act to preserve, encourage, and support sustainable food production methods. These methods are based on attention to territory and those distinctive qualities that have permitted the land to retain its fertility over centuries of use. This vision is in direct opposition to pursuing a globalized marketplace, with the ongoing, systematic goal of increasing profit and productivity. Such methods have substantial externalities for which we, the guardians and inhabitants of this planet, pay the price. And the damage begins with small producers, lacking the means to create markets even within their own regions, who become crushed by subsidy systems that render their working conditions unfair.

Day after day, the Terra Madre family grows, strengthens, organizes, and defends local cultures and products, and makes real the Slow Food concept of Good, Clean, and Fair quality. Good refers to the quality of food products and of their taste; Clean, to a production process that respects the natural environment ; and Fair, in which there is dignity and appropriate economic return for the people who produce, including respect from those who consume.

The first members of the network were the food communities themselves, joined later by cooks and academic researchers.

Food communities are those people involved in the production, transformation, and distribution of a particular food, which are closely linked to a geographic area either historically, socially, or culturally. Food community members are small producers who make high-quality products in a sustainable way. They share the problems generated by intensive agricultural methods, wasteful of natural resources, and by a mass-market food industry focused on standardization. These problems put the very existence of small producers at risk.

Cooks also play an essential role. They are the interpreters of a territory, who can add value to it through their own creativity. The Terra Madre cooks understood that pleasure must not be separated from responsibility to producers, without whom none of their work would be possible. In this way, they reinforce the food communities, through dialogue and collaboration with producers, and fight against the abandonment of cultural tradition and standardization of food. And it is in their restaurants that this philosophy reaches consumers.

The Terra Madre network comprises 250 universities and research centres, including 450 individual academics throughout the world. All are committed, within their own fields and using the tools available to them, to further the preservation and growth of sustainable food production through both public education and food-worker training. The academic population that shares the values of Terra Madre seeks to cultivate a

reciprocal relationship with producers by making available necessary scientific knowledge and promoting exchanges within local communities, but also by listening to those communities and learning from their first-hand experience and the solutions they have developed.

Terra Madre is a project conceived by Slow Food, the philosophy of which evolved over the organization's history and crystallized at its realization that "eating is an agricultural act and producing is a gastronomic act." Slow Food had always stood for the pleasures of the table, for the importance of good-tasting food, and for the defense of cultures facing growing homogenization as a result of today's so-called modern rationales regarding production, distribution, and economies of scale. It was where these "rationales" were leading that brought Slow Food to realize the need to protect and support small producers, and to change the systems that put them in danger by bringing together those players with decision-making power: consumers, educational institutions, chefs and cooks, agricultural research entities, NGOs, etc. It became clear that it is only through repeated, cumulative, local action, following a guiding global vision, that a significant impact can be achieved.

Thus Terra Madre was born with the following aims: to give voice and visibility to the rural food producers; to raise their awareness,; to support their ability to work under the best conditions, for all of our good and for the good of the planet. For these reasons, constructing a global network - with information-sharing tools, the means to learn from each other, and opportunities for collaboration in many ways - seemed invaluable. All humans must continue to have fertile lands, lands on which grow plants and animals appropriate to those environments,. And all of us must also continue to have the people capable of stewarding these lands, to have their know-how, so we can have food that still carries the tastes of our youth.

The inaugural gathering of Terra Madre launched the network in 2004 in Torino, and was on an unprecedented scale. This first edition brought together 5000 producers from 130 countries and shone global media attention on their crisis. The second edition was in 2006, and incorporated an additional 1000 cooks, from renowned to modest, but all aware of their role relative to high-quality food producers. Also in attendance were 400

researchers and academics, seeking to bridge the theory of their work with hands-on practice.
A project of this scope could never have come into being without a dedicated core of partners. Slow Food rallied public institutions as well as local, regional, and national bodies to collectively form the Terra Madre Foundation, further partnering with private companies and numerous like-minded networks, some of which were established specially for the event.

Terra Madre was made possible thanks to the contributions provided by the sponsors: these partners are the principal and most important collaborators in organizing the world meetings of food communities, deeply involved in production of each edition which are made possible through their cooperation. Donors include all other sponsors: from individuals who welcome delegates into their homes during the event to small or large businesses that wish to participate in the Terra Madre adventure. Through sponsors contributing in the way that is most appropriate for them, Terra Madre is able to accomplish this ambitious project.

The Terra Madre Foundation was created to conceive, finance, and organize international gatherings and other emerging projects, to assure the continuity of Terra Madre itself, and to coordinate the many partners.

The founding members of the Terra Madre Foundation include:

• The Italian Ministry for Agricultural, Food, and Forestry Policies

• The Development Cooperation of the Italian Ministry of Foreign Affairs

• Piedmont Regional Authority

• The City of Turin

• Slow Food

The 2010 edition of Terra Madre and Salone del Gusto, held from 21 to 25 October 2010, in Turin, was an extraordinary success: more than 200,000 people and, in particular, over 5,000 representatives of the global network, from 160 countries, attended the event. The number of exhibitors was 910 (Salone Internazionale del Gusto, 2011).

The 2010 edition of Terra Madre and Salone del Gusto celebrated the crucial role played by local communities in fostering sustainable ways of food production and consumption (Terra Madre, 2011). One of the most important projects is the collaboration between Terra Madre and Lingua Madre "Mother Language", an initiative carried on by the Piedmont Region's Cultural Department, which aims at promoting and protecting the cultural and linguistic diversity of indigenous communities and the related historical and social memories and identities, mainly orally passed through generations (Slow Food International, 2010).

Currently the Terra Madre network comprises 2,377 food communities, around 1,000 cooks, 500 academics and more than 300 universities, and 1,000 young activists (Slow Food International, 2011; Terra Madre, 2011). Also through the celebration of the Terra Madre Day, every year on 10 December, all these people are committed to promoting the 'eating locally' concept, aimed at ensuring, especially in developing countries, a real access to good, clean and fair food, and food security/sovereignty (FAO, 2011b; Petrini, 2009; Slow Food International, 2009).

1.6. Slow Food and Mother Earth relation with the Farmers

Slow Food Movement and the Mother Earth network, by promoting environmental and social sustainability, food security, social justice, grass root development for smallholders in the rural world both in developing and developed countries, creates a strong interest on the "demand side" of the food system (media, civil society organizations, consumers and in part policy makers). The message conveyed by Mother Earth is powerful and attractive. But what about the farmers? How do they perceive this innovative model of rural as well as agro-food system development? Is Mother Earth based upon a strong and committed community of farmers, willing to develop their impact, following the Slow

Food Movement vision? In summary what is the impact Mother Earth has on their associates, will they be willing to continue participating?

Analyzing the farmers' perception of their participation to Mother Earth and the factors influencing their willingness to continue participating to this initiative will provide useful insights for the Slow Food movement in order to define possible strategies to increase the farmers' satisfaction and participation.

2. Research objectives

The objectives of the research are**:**

- To identify the farmers' community characteristics and their influence on:
    1. their approach to the Slow food vision; How do they perceive the slow food values and objectives;
    2. the perception of the Slow food development strategy related to farmers' communities, *e.g.* the communication strategies, the implementation of farm production and marketing strategies;
    3. their approach to the event Mother Earth; their expectations and willingness to participate in the following editions;
    4. possible objective (measurable) impact on farmers' living conditions;
    5. the consequences of the perceived impact on their willingness to continue their relation with Slow Food.

3. Materials and Methods

3.1. The theoretical approach: Unified Theory of Acceptance and Use of Technology

Because the research aims to study how the farmers perceived the impact of Slow Food movement on their activity and on the sustainable development of the rural areas, we referred to a theory called “the Unified Theory of Acceptance and Use of Technology – UTAUT” (Venkatesh *et al.*, 2003). The UTAUT formulates a unified model (Figure 1) that integrates elements across eight models yielded from eight researches about information technology acceptance.

This theory aims to explain user intention to use an information system and subsequent usage behavior. It holds that four keys constructs (*Performance Expectancy, Effort Expectancy, Social* Influence and *Facilitating Conditions*) are direct determinants of *Usage Intention* and *Behavior*. Gender, age, experience and Voluntariness of Use are posited to mediate the impact of the four key constructs on usage intention and behavior (Venkatesh *et al.*, 2003). The theory was developed through a review and consolidation of the constructs of eight models that researches had employed to explain *Information System Usage Behavior*.

UTAUT has attracted a lot of research especially in Information Systems which include among others: Garfield (2005) who used its tool to analyze the acceptance of Computers in Bentley College; Pu-Li and Kishore (2006) studied web log systems to validate UTAUT constructs; Louho *et al.* (2006) discuss factors that affect the use of hybrid media applications using UTAUT as the conceptual model; Calrsson et al. (2006) studied the adoption of wireless mobile communication in Europe using UTAUT, while Anderson and Schwager (2006) examined the application of UTAUT to wireless LAN technology in smaller enterprises in the USA. Marchewka and Kostiwa (2007) studied course management software (the Blackboard®) to revalidate UTAUT model. Results of this study did not support UTAUT constructs probably due to the limited number of respondents. Engebretsen (2005), tested UTAUT constructs in health research project to study the acceptance of EpiHandy in Uganda and South Africa. Results of this study show that health workers in Uganda accept the EpiHandy more than those in South

Africa. Studies which have extended UTAUT constructs include; Moran (2006) who introduced “self efficacy” and “anxiety” as determinants because of their significance in other technology acceptance models to study College Students’ acceptance of Tablet Personal Computers. Results of Moran show a high correlation between attitude toward technology use and anxiety. Cody-Allen and Kishore (2006) extended UTAUT by adding e-quality, trust and satisfaction constructs to develop an E-Business Quality Model. Heerink *et al.* (2006) used cooperation, empathy, assertion, self-control, responsibility, trust and competence to evaluate social abilities in the elderly people within an experimental setup. After the experiment, participants were interviewed using a questionnaire related to Venkatesh *et al.* (2003). The investigators used user data collected on human-robot interactions in nursing home for the elderly, and the experiences they went through were utilized to develop guidelines to support human-robot user studies in elderly institutions.

In general, these studies confirm the efficiency and robustness of UTAUT model to predict acceptance and use of a technology, thus the motivation for its use for this study.

Starting from the UTAUT model (figure 1) the following constructs have been considered in the present study.

Performance expectancy, based on the literature is defined as the degree to which an individual believes that using the system will help him or her to achieve gains in job performance. Venkatesh (Venkatesh *et al*., 2003) postulates that *Performance Expectancy* is the strongest of the four constructs in his model. The five constructs from the different models that relate to performance expectancy are *Perceived Usefulness* (Davis, 1989; Davis *et al.*, 1989), *Extrinsic Motivation* (Davis *et al.*, 1992), *Job-Fit* (Thompson *et al.*, 1991) *Relative Advantage* (Moore and Benbasat, 1991), and *Outcome Expectations* (Compeau and Higgins, 1995; Compeau *et al.*, 1999). The model states that the influence of *Performance Expectancy* on *Behavioral Intention* is moderated by the *gender* and *age*.

Effort expectancy is defined as the degree of ease associated with the use of the system. Three constructs from the existing models capture the concept of effort

expectancy: *Perceived Ease Of Use* (Davis, 1989; Davis *et al.*, 1989), *Complexity* (Thompson *et al.*, 1991), and *Ease Of Use* (Moore and Benbasat, 1991). According to the model, the influence of *Effort Expectancy* on behavioral intention is moderated by gender, age and experience.

Social influence is defined as the degree to which an individual perceives that important others believe he or she should use the new system. Social influence as a direct determinant of *Behavioral Intention*is represented as *Subjective Norm* (Ajzen, 1991; Davis *et al*., 1989; Fishbein and Azjen, 1975; Mathieson, 1991; Taylor and Todd, 1995a), *Social Factors* (Thompson *et al.*, 1991), and *Image* (Moore and Benbasat, 1991). The model shows that the role of *Social Influence* on *Behavioral Intention*is moderated by gender, age, voluntariness and experience.

Facilitating conditions are defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system. This definition captures concepts embodied by three different constructs: perceived behavioral control (Ajzen, 1991; Taylor and Todd, 1995b), facilitating conditions (Thompson *et al.,* 1991), and compatibility (Moore and Benbasat, 1991). Upon the model, facilitating conditions does not have a significant influence on behavioral intention; it does just influence the usage behavior and it is moderated by age and experience. Providing the different context in which the UTUAT model is applied, and thus its partial exploratory nature, the Construct Facilitating conditions is considered as possibly influencing the behavioral intention.

Finally, it is shown in the model that the behavioral intention has a positive influence on the usage behavior.

Based on this model, a questionnaire was built to study how the farmers perceived the impact of Slow Food, what are their effort and performance expectations from their relation with Slow Food movement and their participation to the event Terra Madre, to evaluate the social and facilitating conditions that might influence their intention to

participate in Slow Food initiatives. And to check if the age, experience, gender and voluntariness of participation might mediate the impact of the four key constructs on farmers' participation intention and behavior.

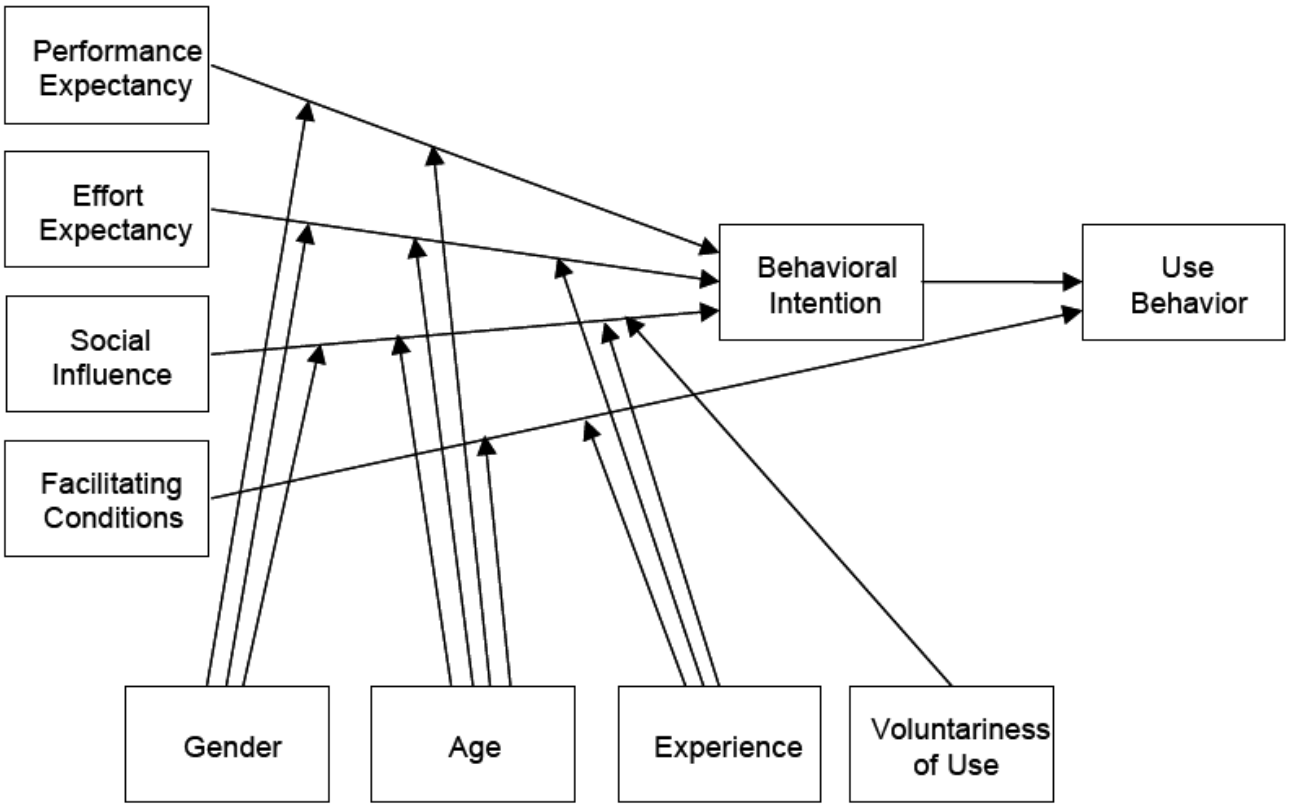

Figure 1: Research model (Venkatesh*et al.*, 2003)

3.2. Method of analysis

Factor analysis and Structural Equation Model (SEM)

The statistical analyses in this study considered the influence of the application of the UTAUT model to a different context from the original one, and the large number of independent variables considered, a factor analysis was conducted to verify the consistency of the variables related to each construct and the reliability of the measurement scales adopted for the analysis of the farmers relations with Slow food and Terra Madre.

The factors were extracted using the principal component method. By using a varimax rotation, a clear separation of constructs was obtained. In addition, by using a Bartlett's test of sphericity, an overall measure of intercorrelations among variables in the analysis was obtained. The degree of correlation among variables and the suitability of factor analysis also were calculated using a Kaiser–Meyer–Olkin (KMO) test, which measures the sampling adequacy for both the overall test and each individual variable. The last criterion was the percent variance; the criterion was designed to achieve a specified cumulative percent of total variance extracted by successive factors.

A structural equation model was then created; since the goal of the study is understanding the factors influencing the farmers willingness to continue participating to Slow Food and Terra Madre the following endogenous variables related to *behavioral intention* were chosen for the two models:

y_{sf}= *what will be the future relation with Slow Food? (Leave=1, not sure=1, continue=3)*

y_{tm} =*will you participate to next Terra Madre edition?(no=1, perhaps=2, yes=3)*

The dependent variables are considered as progressively increasing levels of willingness in the behavioral intentions of the farmers, allowing it to be included in an SME model.

The independent (explanatory) variables related to the slow food impact analysis are:

- Slow Food

Section C question 1:SF_C1=How long have you been related to Slow Food? (years)

Section C question 2: SF_C2= Did you participate to any of the Slow Food initiatives other than Terra Madre? 0= No; 1= Yes

Section C question 3: SF_C3= What is the degree of importance you give to the following statements regarding the Slow Food values? (Likert scale 1-5) of which
SF_C3a= Biodiversity
SF_C3b= Good
SF_C3c= Clean
SF_C3d= Fair

Section C question 4: SF_C4= How much do you think Slow Food is supporting your community in the following issues? (Likert scale 1-5) of which
SF_C4a= Biodiversity
SF_C4b= Short chains
SF_C4c= Organic agriculture
SF_C4d= Fair conditions

Section C question 5: SF_C5= How much did Slow Food contribute to the actual realization of the following aspects? (Likert scale 1-5) of which
SF_C5a= Income
SF_C5b= Managerial skills
SF_C5c= Access to credits
SF_C5d= Social conditions improvements
SF_C5e= Access to food
SF_C5f= Biodiversity
SF_C5g= Reduction of chemical inputs

SF_C5h= Use of local resources

Section C question 6: SF_C6= How do you think Slow Food contributes to the realization of the following aspects? (Likert scale 1-5) of which
SF_C6a= Exchange information with other famers' communities
SF_C6b= Participate to seminars or other events
SF_C6c= Improve business relation with clients and/or suppliers
SF_C6d= Contact International cooperation

Section C question 7: SF_C7: You relate to Slow Food because
SF_C7a= It is important for building the image of your company/cooperative
SF_C7b= People who are important to you think that you should participate
SF_C7c= You are aware that many other farmers are doing the same

Section C question 8: SF_C8= How easy do you think it was entering Slow Food?
SF_C8a= Very difficult
SF_C8b= Difficult
SF_C8c= Fairly easy
SF_C8d= Easy
SF_C8e= Very easy

Section C question 9: SF_C9= How much the following aspects contributed to make your entering/participation to Slow Food difficult? (Likert scale 1-5) of which
SF_C9a= Administrative/Bureaucratic aspects
SF_C9b= Information availability
SF_C9c= Language/Culture barriers
SF_C9d= Spatial/Logistical barriers

- Mother Earth

Section D question 1: TM_D1= How many times did you participate in Terra Madre?(n. of times)

Section D question 2: TM_D2= How do you think Terra Madre contributes to the realization of the following aspects? (Likert scale 1-5) of which
TM_D2a= Exchange information with other famers' communities
TM_D2b= Participate to seminars or other events
TM_D2c= Improve business relation with clients and/or suppliers
TM_D2d= Contact International cooperation organizations

Section D question 3: TM_D3: Do you participate in Terra Madre because?
TM_D3a= It is important for building the image of your company/cooperative
TM_D3b= People who are important to you think that you should participate
TM_D3c= You are aware that many other farmers are doing the same

Section D question 4: TM_D4= How easy do you think it was to participate to Terra Madre?
TM_D4a= Very difficult
TM_D4b= Difficult
TM_D4c= Fairly easy
TM_D4d= Easy
TM_D4e= Very easy

Section D question 5: TM_D5= How much the following aspects contributed to make your participation to Terra Madre difficult? (Likert scale 1-5) of which
TM_D5a= Financial support
TM_D5b= Technical logistical support
TM_D5c= Language barriers
TM_D5d= Timing and location

TM_D5e= Suitability of the product

Section D question 9: SF_D9: What will be your future relation with Slow Food?
SF_D9a=I will leave Slow Food
SF_D9b= I will continue to participate in SF initiatives

Section D question 10: TM_D10: Will you participate in the next edition of Terra Madre?
TM_D10a= Yes
TM_D10b= Maybe
TM_D10c= No

3.3. Model tests

The following statistics were used to test the model fit: the chi-square index, the normed fit index (NFI), the comparative fit index (CFI) and the root mean square error of approximation (RMSEA). The chi-square index tests whether an unconstrained specified model fits the covariance/correlation matrix as well as the empirical data. For a good model fit, the result should be non significant. A problem with this test is that the larger the sample size, the more likely it is for the model to be rejected. For this reason, the chi-square fit test (CMIN/DF) adjusts the chi-square index for the degrees of freedom.
Values as large as 5 are accepted as an adequate fit but more conservative thresholds are 2 or 3 (Arbuckle, 2007). The NFI and CFI vary from 0 to 1 and are derived from a comparison of the hypothesized model with the independent model. The NFI tends to underestimate the model fit in small samples (Byrne, 2010), while the CFI takes sample size into account. The RMSEA incorporates a discrepancy function criterion (comparing observed and predicted covariance matrices) and a parsimony criterion; it should be less than or equal to 0.05 (0.08) for a good (adequate) model fit (Hu and Bentler, 1999).

3.4. Data collection

- The data collection took place during the fourth edition of Terra Madre, held in Turin (Italy) from 21 to 25 October 2010.
- A questionnaire was defined (see Annex 1).The questions were built referring to the model previously explained and they were designed to meet the main objectives of the study. The questionnaire contained in total 37 questions and it was translated into five languages (Italian, English, French, Spanish and Portuguese).
- The questionnaire went through a process of several reviews by the supervisors to ensure that questions were clear and unmistakable.
- The questions were divided into multiple choices, scaling and closed questions, covering the following points:
    - Structural data of the respondents' farm
        - Socio demographic characteristics
        - Other indications on the farmers' community characteristics (infrastructures availability etc.)
    - Perception of improvements in aspects related to the Slow food objectives
    - How Slow Food contributes to the realization of some aspects
    - How Terra Madre contributes to the realization of some aspects
    - Economic sustainability
    - Social sustainability (incl. ethical aspects)
    - Environmental sustainability (incl. Biodiversity)
    - Technical aspects (incl. food quality)
    - Reasons of the participation to Terra Madre and to Slow Food
    - Sources of the financial support, if existing
    - Difficulties in participating to Terra Madre and Slow Food
    - Future relation with Slow Food and future participation to Terra Madre

Closed-ended questions have different advantages: (1) the answers are standard and can be compared from person to person; (2) The answers are much easier to code and analyze, and often can be coded directly from the questionnaire, saving time and

money;(3) The respondent is often clearer about the meaning of the question; (4) The answers are relatively complete and a minimum of irrelevant responses are received; (5) The closed-ended question is often easier for a respondent to answer as he or she merely has to choose a category, while formulating an original answer for an open-ended question can be much more difficult (Bailey K.D., 1994).

Some disadvantages of closed-ended questions are: (1) it is very easy for a respondent who does not know the answer or has no opinion to try to guess the appropriate answer or even to answer randomly; (2) The respondent may feel disturbed because the appropriate category for his or her answer either is not provided at all or is not provided in sufficient detail, and there is no opportunity for the respondent to clarify or qualify his or her answer; (3) Differences in interpretation of what was meant by the question may go undetected, whereas in an open-ended question one might be able to tell from the written answer that the respondent misinterpreted the question (Bailey K.D., 1994).

The people contacted by two interviewers were representatives of the different groups of farms, or farm organizations, participating in Terra Madre.

A total of 120 complete questionnaires were collected. Ninety-two farmers filled the questions without our presence, and the questionnaires were collected later and checked. If needed the respondents' doubts were discussed and solved during the questionnaire collection stage. Twenty-eight farmers who found the questionnaire difficult to answer by themselves have been directly interviewed. Each interview took around 20 minutes to answer.

4. Results and discussion

4.1. Sample Descriptive Statistics

In Table 1the total number of the respondents and their countries of origin are reported. Forty percent of the farmers were from Africa representing the relative majority, followed by the ones coming from Latin America (16.7%) and Europe (15.8%). The number of farmers originating from Asia and Oceania (Australia, China, Indonesia, Philippines and Thailand) and the farmers coming from Middle East (Lebanon and Syria) was low, respectively 4.2% and 3.3%.

Table 1: Country of origin of the respondents

Origin	N.	%
Africa	48	40.0
Latin America	20	16.7
Europe Nord,Cent.,Med.	19	15.8
North America	14	11.7
Europe East	10	8.3
Asia and Oceans	5	4.2
Middle East	4	3.3
TOTAL	120	100.0

The age of the farmers present in the event ranges from 20 to over 60.The majority of respondents were between 41 and 50 years (32.8%), followed by the younger category between 31 and 40 years (Table 2).

This shows that Terra Madre involves not only new generations of “sophisticated” farmers but is also attractive to different generations that meet and share with others their experiences, knowledge and traditions.

Table 2: Age of the respondents

Age	N=116	%
20-30	18	15.5
31-40	33	28.4
41-50	38	32.8
51-60	23	19.8
>60	4	3.4
TOTAL	116	100.0

Farmers participating in Terra Madre are mainly producers of fresh fruits and vegetable (23.5%) as shown in the Table 3; 14.4% of the respondents were processors. A smaller share of the sample includes producers of coffee and cacao. The majority of the respondents, besides being a farmer or producer, were presenting other types of products like cream and handmade clothes.

Table 3: Types of products of the respondents

Farm products	N.	%
Fresh Fruits and Vegetables	44	23.5
Processed products	27	14.4
Milk	17	9.1
Meat	16	8.6
Oil	14	7.5
Coffee	6	3.2
Cacao	3	1.6
Others	60	32.1
TOTAL	187	100.0

More than half of the respondents are males (55.8%), 44.2% females (Table 4).

Table 4: Gender of the farmers

Gender	N.	%
Male	67	55.8
Female	53	44.2
TOTAL	120	100.0

Tables (5-6) show that most of the farmers (64.6%) do not receive financial support in order to go on with their business; and 35.4% of them are mainly supported from their countries' governments and international cooperation.

Table 5: Financial support to carry out the business

Financial support for business	N = 113	%
NO	73	64.6
YES	40	35.4
TOTAL	113	100.0

Table 6: Source of funding for the supported sample of farmers

Source of Funding (*)	N.
From Government	16
International Cooperation	16
Others	20
TOTAL	52

(*) this is a multiple choice question: 40 respondents received financial support

4.2. Slow Food results

The mission of Slow Food is the promotion of biodiversity, good, clean and fair food for all. **Good refers to** a fresh and flavoursome seasonal diet that satisfies the senses and is part of the local culture; **Clean is the** food production and consumption that does not harm the environment, animal welfare or our health; **Fair** *is accessible prices for consumers and fair conditions and pay for small-scale producers.*

Regarding these Slow Food values, the results show that the farmers attribute a great importance to all of them, in particular to the biodiversity, and to fair trading conditions (Table 7).

The importance of these values for the analyzed sample differs from country to country. All of the farmers considered biodiversity as the most important value. From several years, Slow Food is working for the enhancement of biodiversity and its conservation through numerous projects and it founded a non-profit organization in support of Terra Madre communities having as objective to provide the farmers and local communities

with technical and financial assistance. The Foundation works in over 50 countries and involves over 10,000 small-scale food producers, promoting environmentally and culturally sustainable agriculture. Its most important commitment is to the countries of what Slow food defines as the *Global South*, (Africa, Central and Latin America, and most of Asia) where defending biodiversity means not just improving quality of life but guaranteeing the very survival of local communities.

Table 7: Level of importance given to the Slow Food values

Importance of Slow Food values	Importance scaling					
	1	2	3	4	5	mean
Biodiversity	1	1	2	18	94	4.75
Fair	2	2	5	20	87	4.62
Clean	3	1	2	30	80	4.58
Good	4	1	3	30	78	4.53

Note: 1 = Absolutely not important; 5 = Very important

One of the main goals of Slow Food is to defend biodiversity of cultivated and wild varieties as well cultivation and processing methods. Through maintaining the diversity of regional food and agricultural traditions, the wisdom of local communities can be maintained to protect the ecosystems that surround them and offer sustainable prospects for the future. Table (8) shows that Slow food matches the farmers' expectations by providing a strong support to biodiversity, followed by promoting fair conditions, which is one of the missions of the organization together with Good and Clean.

Table 8: Support of Slow food

Support of slow Food	Importance scaling					
	1	2	3	4	5	mean
Biodiversity	9	17	17	43	26	3.54
Fair conditions	20	17	18	35	22	3.20
Organic Agriculture	14	24	26	25	23	3.17
Short Chains	16	24	22	32	18	3.11

Note: 1 = Not at all; 5 = Very much

As mentioned before regarding the importance of Slow Food in conserving the biodiversity, Table (9) below shows that Slow Food contributes positively in realizing its goals mainly at farm level like the use of local resources, protection of the biodiversity and reduction of the chemical inputs; in addition to other aspects like supporting food security (access to food).

Table 9: How do you consider the support of Slow Food to the realization of its aims?

Slow Food aims	Importance scaling					
	1	**2**	**3**	**4**	**5**	**mean**
Use of local resources	6	1	26	37	43	3.97
Biodiversity	9	2	25	44	33	3.80
Reduction of chemical inputs	8	5	35	34	31	3.66
Access to food	10	1	38	39	25	3.60
Social conditions improvement	11	1	47	34	20	3.45
Managerial skills	15	1	48	33	16	3.30
Income	15	5	46	30	17	3.26
Access to credits	19	12	64	12	6	2.77

Note: 1 = Very Negatively; 5 = Very positively

These considerations changed between different geographical areas. Table (9a) shows that the farmers coming from Africa mentioned that Slow Food contributes positively mainly to the use of their local resources on the farm, while those from Latin America added the protection of biodiversity and improving the managerial skills to the most important realization supported by the movement. Farmers from North America and Europe put the use of local resources and the protection of the biodiversity in the first place. Slow Food helped farmers in Asia and Oceania by giving the possibility to access to food, while for those in Middle East it helped them by improving their social conditions and income, in addition to the access to credits and managerial skills' improvement.

Table 9a: Support of Slow Food by regions

Support of slow Food in	Africa	Latin America	North America	Asia & Oceania	Europe	Middle East
Use of local resources	**0,83**	**0.80**	**0.76**	0.76	**0.81**	0.75
Reduction of chemical inputs	0,77	0.75	0.70	0.72	0.70	0.75
Biodiversity	0,73	**0.80**	**0.76**	0.72	**0.82**	0.75
Access to food	0,70	**0.78**	0.70	**0.84**	0.72	0.80
Social conditions improvement	0,66	0.76	0.70	0.68	0.68	**0.85**
Managerial skills	0,61	**0.80**	0.57	0.68	0.69	**0.80**
Income	0,59	**0.78**	0.57	0.68	0.69	**0.85**
Access to credits	0,47	0.59	0.54	0.68	0.62	**0.80**

Being a member of Slow Food gives the farmers the possibility to participate to a network which provides support also to their business. Table (10) shows that Slow Food supports the farmers by giving them the possibility to exchange information with other farmers' communities and to participate to seminars and other events that connect them with other farmers and consumers like *Salone del gusto*, Cheese and Slow Fish as well as many smaller fairs, to showcase sustainable agriculture and artisan food production. Exchanging information with other farmer's communities helps a lot the farmer at personal level because he can share all his problems and information and can gain back maybe a help from more experienced farmers. Participation to seminars is very important and helps updating the farmers mainly regarding the new techniques and farming methods that can be helpful for his own business development. Less relevant resulted the support of Slow food to famers' access to credit.

Table 10: Support of Slow Food in business activities

Business activites	Importance scaling					
	1	2	3	4	5	mean
Exchange information with other farmer's communities	2	1	13	34	67	4.39
Participation to seminars and other events	6	3	10	45	53	4.16
Improvement of business relation with clients and/or suppliers	13	1	38	34	31	3.59
Contacting international cooperations, NGOs, organizations...	8	1	30	35	43	3.89

Note: 1 = Absolutely not important; 5 = Very important

More than half of the farmers mentioned that they are related to Slow Food because it is important for building their image, and because they are aware of the participation of other farmers (Table 11). Generally, the reasons for participation in events, fairs or being member in an organization can be divided into selling and non-selling activities, which include image-building, relationship-building, information gathering and motivation activities. These results confirms the ones obtained from a study of Norwegian seafood exporters exhibiting at international trade fairs where Hansen (1996) found that the highest mean was assigned to enhancing and maintaining the company profile. In a survey involving British engineering companies, Shipley *et al.* (1993) indicated that, for exhibiting, firms set qualitative non-selling objectives as the main ones, and the highest mean was recorded for the objectives of enhancing the company image.

Table 11: Reasons to be part of Slow Food

Reasons for relation with Slow Food (*)	N.
It is important for building the image	63
Awareness from participation of other farmers	63
People that are important to me think that I should participate	40

(*): multiple choice question

A question regarding the level of difficulty to join the Slow Food movement shows that 82.3% of the respondents expressed a positive attitude. In fact 32.7% said that it was very easy and around 50% between fairly easy and easy (Table12).

Table12: Level of difficulty in joining Slow Food

Level of difficulty	N= 113	%
Very dificult	4	3.5
Difficult	16	14.2
Fairly easy	28	24.8
Easy	28	24.8
Very easy	37	32.7

Table (13) shows that, in general, there were no difficulties or obstacles limiting the farmers to become member in the Slow Food organization; the results differ in the various countries. Farmers from Africa found the obstacles at spatial/logistical and language/culture level, those from Latin America had difficulties at language/culture and administration/bureaucratic level, and farmers from the rest of the world had spatial/logistical and administration/bureaucratic difficulties.

Table 13: Obstacles to be a part of Slow Food network

Obstacles	Not difficult at all	Not difficult	Neutral	Difficult	Very difficult	Total	mean
Language/Culture	36	26	23	14	8	107	2.36
Administration/Bureaucracy	40	19	30	13	4	106	2.26
Information availability	44	34	9	17	3	107	2.07

4.3. Mother Earth results

As previously stated, Terra Madre, a biennial international meeting, is a project conceived by Slow Food to give voice and visibility to the rural food producers, to raise their awareness, as well as that of the population at large, on the value of their work and also to sustain their ability to work under the best conditions. The inaugural gathering of Terra Madre launched the network in 2004 in Torino and celebrated its fourth edition in 2010.

Tables (14-15) show that more than half of the respondents (54.3%) participated in this 4th edition of Terra Madre, for the first time; 24.1% participated to two editions, 14.7%

participated to three editions and just 6.9% participated to all the four editions. All the participants coming from Asia, Oceania and from North America participated to Terra Madre for their first time.

Table 14: Participation in Mother Earth

Number of participation	N = 116	%
1	63	54.3
2	28	24.1
3	17	14.7
4	8	6.9
TOTAL	116	100.0

Table 15: Number of participation in Mother Earth by region

Country of Origin	Number of participation			
	1	2	3	4
	%	%	%	%
Africa	47.8	26.2	21.7	4.3
Latin America	50.0	30.0	15.0	5.0
North America	92.3	7.7	0.0	0.0
Asia and Oceans	100.0	0.0	0.0	0.0
Europe East	20.0	40.0	10.0	30.0
Europe North, central, med.	55.6	22.2	16.7	5.6
Middle East	50.0	25.0	0.0	25.0

Participating to Mother Earth offers a place, to all farmers coming from all over the world, where they can meet, discuss and exchange their experiences, knowledge and problems. In fact, the respondents answered that Mother Earth contributes to the realization of business activities and the first place goes to exchange information with other farmers' communities, followed by participation to seminars and other events (Table 16).Participation to seminars is very important and helps updating the farmers mainly regarding the new techniques and farming methods that can be helpful for his own business development.

Table 16: Support of Mother Earth in business activities

Business activites	Importance scaling					
	1	2	3	4	5	mean
Exchange information with other farmer's communities	3	0	6	25	83	4.58
Participation to seminars and other events	5	3	11	47	51	4.16
Contacting international cooperations, NGOs, organizations…	6	4	28	34	45	3.92
Improvement of business relation with clients and/or suppliers	13	1	41	30	32	3.57

Note: 1 = Very negatively; 5 = Very positively

A large number of farmers mentioned that they participated to Mother Earth because it is important for building their image, which means to promote their products and to enhance the image of their activity (Table 17). Being aware of Mother Earth from the participation of other farmers in the same event come in the second level of importance, as a factor influencing their participation to Mother Earth; the least frequent factor influencing the participation to Mother Earth is the social influence: people important to the participants that encouraged them to participate.

Table 17: Reasons for participation in Mother Earth

Reasons for participation in Terra Madre (*)	N.
It is important for building the image	70
Awareness from participation of other farmers	59
People that are important to me think that I should participate	44

(*): many answers were possible

Regarding the level of difficulty attributed to the participation in Mother Earth, just about 18% of the respondents claimed that it was difficult. Twenty nine per cent said that it was fairly easy which means that they found some difficulties (Table18).

Table18: Level of difficulty in participating to Mother Earth

Level of difficulty	N= 116	%
Very dificult	5	4.3
Difficult	14	12.1
Fairly easy	34	29.3
Easy	32	27.6
Very easy	31	26.7

For the participation to the event Mother Earth, a part of the farmers found some difficulties. They classified language barriers as the first difficulty that they confronted followed by the financial support; around 37% of the respondents were not financially supported for their participation to the event (Table 19).

Table 19: Obstacles to participate in Mother Earth

Obstacles	Not difficult at all	Not difficult	Neutral	Difficult	Very difficult	TOTAL	mean
Financial support	32	23	19	29	6	109	2.58
Timing and location	30	26	29	20	2	107	2.42
Technical/Logistical support	37	27	19	18	3	104	2.26
Suitability of the product	39	22	30	9	4	104	2.20

Being a member of Slow Food and participating to Mother Earth have social, environmental and personal satisfaction impacts on farmers. Table (20) shows that these farmers feel they are contributing to build a better world (happier, safer and fairer). Slow Food and Mother Earth positively motivate them by the help given to continue with what they are working, and to go further to achieve their goals and missions.

Table 20: Impact from the participation to Slow Food and Mother Earth

Aspects from the participation to SF/TM	1	2	3	4	5	TOTAL	mean
I feel I am contributing to build a better world	0	1	9	32	71	113	4.53
It positively motivates me	2	1	17	34	58	112	4.26
It gives a sense of belonging	0	6	15	43	48	112	4.15
It provides better material benefits	13	17	32	23	23	108	3.10

Note: 1 = Not at all; 5 = Very much

In order to participate to Mother Earth, about 63.2% of the participants received financial support from private or public entities belonging to their countries and also from the organization of Mother Earth(Table 21). This support covered different expenses such as travel, board and lodging, the cost of the event fees and others.

Table 21: Financial support given to participate in Mother Earth

Financial support	N	%
Yes	74	63.2
No	43	36.8

Almost all the respondents will continue their relation with Slow Food (93.1%), 5.2% are not sure about the future relation status and just two farmers are deciding to leave Slow Food (Table 22). This shows that the respondents are satisfied with their relation with Slow Food because they are helped growing up their business, conserving their traditional habits, enhancing the biodiversity, improving their farming methods and learning new techniques. People that said they are not sure about their willingness to continue or will leave Slow Food put in doubt the reasons.

Table 22: What will be the future relation with Slow Food?

Future relation with Slow Food	N= 116	%
I will continue with slow Food	108	93.1
I am not sure	6	5.2
I will Leave Slow Food	2	1.7
TOTAL	116	100.0

As reported in Table (23), 73.3% will participate in the next edition of Mother Earth in 2012.Twenty five per cent were not completely sure about it, mainly farmers from Nord America as show in Table (23a). Only two farmers of 120 respondents have already decided to not participate in Mother Earth 2012 and they are from the United States of America and Australia.

Table 23: Willingness to participate in next Mother Earth edition

Participation to Terra Madre 2012	N= 116	%
Yes	85	73.3
Maybe	29	25.0
No	2	1.7
TOTAL	116	100.0

Table 23a: Willingness to participate in next Mother Earth edition by regions

Origin	Total	%	Yes	%	Maybe	%	No	%
Africa	45	38,8	37	**82,2**	8	17,8	0	0
Latin America	20	17,2	16	**80,0**	4	20,0	0	0
Europe Nord,Cent.,Med.	18	15,5	11	**61,1**	7	38,9	0	0
Nord America	14	12,1	5	35,7	8	**57,1**	1	**7,1**
Europe East	10	8,6	8	**80,0**	2	20,0	0	0
Asia and Oceania	5	4,3	4	**80,0**	0	0,0	1	**20,0**
Middle East	4	3,4	4	**100,0**	0	0,0	0	0

4.4. The SEM UTAUT model and the factor analysis

The statistical analyses performed by using the Structural Equation Model showed no significant relationship among the variables used in the model. The extremely low variability of the principal dependent variables negatively influenced the capacity of the model to explain their variation.

The evaluation of the theoretical construct of the UTAUT model capacity to explain the farmers' behavioral intentions (participating in Slow Food and Terra Madre) was then not possible to perform.

A factor analysis could only be performed. This provided an assessment of the model constructs validity with reference to the variables considered in each construct. The consistency of the variables included in each construct was consequently assessed. The factor analysis provided also an interesting contribution to the evaluating the reliability of the measurement scales for the variables used in the UTAUT model.

Factor analysis

A factor analysis was conducted, and the following variables considered in the UTAUT model were selected, based on a normality check (Table 24).

Table 24a: Descriptive Statistics *Performance Expectances 1*- Slow Food

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Perf_Exp_SF_C5a	113	3,15	1,403	-,944	,227	,492	,451
Perf_Exp_SF_C5b	113	3,19	1,381	-1,082	,227	,813	,451
Perf_Exp_SF_C5c	113	2,66	1,236	-,745	,227	,457	,451
Perf_Exp_SF_C5d	113	3,36	1,317	-1,202	,227	1,507	,451
Perf_Exp_SF_C5e	113	3,52	1,317	-1,327	,227	1,790	,451
Perf_Exp_SF_C5f	113	3,73	1,318	-1,528	,227	2,255	,451
Perf_Exp_SF_C5g	113	3,62	1,256	-1,088	,227	1,282	,451
Perf_Exp_SF_C5h	113	3,93	1,201	-1,595	,227	3,062	,451
Valid N (listwise)	113						

Table 24b: Descriptive Statistics *Performance Expectancies 2*- Slow Food

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Perf_Exp_SF_C6b	117	4,12	1,183	-2,048	,224	4,538	,444
Perf_Exp_SF_C6c	117	3,52	1,375	-1,129	,224	,964	,444
Perf_Exp_SF_C6d	117	3,85	1,250	-1,401	,224	2,106	,444
Valid N (listwise)	117						

Table 24c: Descriptive Statistics *Effort Expectancies*- Slow Food

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Eff_Exp_SF_C9a	110	2,18	1,250	,365	,230	-,797	,457
Eff_Exp_SF_C9b	110	2,02	1,211	,785	,230	-,362	,457
Eff_Exp_SF_C9c	110	2,30	1,317	,482	,230	-,718	,457
Eff_Exp_SF_C9d	110	2,36	1,359	,294	,230	-,873	,457
Valid N (listwise)	110						

Table 24d: Descriptive Statistics *Performance Expectancies*- Mother Earth

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Perf_exp_TM_D2b	117	4,14	1,090	-1,943	,224	4,520	,444
Perf_exp_TM_D2c	117	3,50	1,400	-1,095	,224	,877	,444
Perf_exp_TM_D2d	117	3,90	1,185	-1,255	,224	1,717	,444
Valid N (listwise)	117						

Table 24e: Descriptive Statistics *Effort Expectancies*- Mother Earth

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Eff_Exp_TM_D5a	111	2,53	1,340	,128	,229	-1,244	,455
Eff_Exp_TM_D5b	111	2,12	1,284	,380	,229	-,815	,455
Eff_Exp_TM_D5c	113	,12	1,249	,013	,229	-,790	,455
Eff_Exp_TM_D5d	111	2,33	1,209	,085	,229	-,946	,455
Eff_Exp_TM_D5e	111	2,06	1,238	,405	,229	-,532	,455
Valid N (listwise)	111						

Table 24f: Descriptive Statistics *Effort Expectancies*3 - Slow Food

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Eff_Exp_SF_C8	120	3,53	1,302	-,469	,221	-,877	,438
Valid N (listwise)	120						

Table 24g: Descriptive Statistics *Experience*- Mother Earth

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Experience_TM_D1	116	1,74	,952	1,034	,225	-,069	,446
Valid N (listwise)	116						

Table 24h:Descriptive Statistics *Effort Expectancies*- Mother Earth

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Eff_Exp_TM_D4	120	3,52	1,209	-,446	,221	-,640	,438
Valid N (listwise)	120						

Two factor analysis were performed one for Slow Food where 3factors (constructs) emerged for Slow Food and one for Terra Madre where 2factors emerged.

The UTAUT model construct *Performance Expectancy* related to Slow Food was split into two factors: one related to economic social aspects *Performance Expectancy1*, the second to environmental aspects *Performance Expectancy2*(Table 25a).

Table 25a: Slow Food Performance Expectancy Rotated Component Matrix

	Component	
	Performance Expectancy 1	Performance Expectancy 2
Perf_Exp_SF_C5b	**,857**	,224
Perf_Exp_SF_C5a	**,852**	,239
Perf_Exp_SF_C5c	**,820**	,176
Perf_Exp_SF_C5d	**,806**	,125
Perf_Exp_SF_C5e	,599	,488
Perf_Exp_SF_C5g	,065	**,834**
Perf_Exp_SF_C5h	,191	**,786**
Perf_Exp_SF_C5f	,394	**,619**

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

The Construct *Effort expectancy* for Slow Food includes the following variables (Table 25b).

Table 25b: Slow Food Effort Expectancy Rotated Component Matrix

	Component
	1
Eff_Exp_SF_C9d	,862
Eff_Exp_SF_C9a	,789
Eff_Exp_SF_C9c	,772
Eff_Exp_SF_C9b	,754

Extraction Method: Principal Component Analysis.

For Mother Earth one factor for the construct *Performance Expectancy* emerged (Table 25c).

Table 25c:Mother Earth Performance Expectancy Rotated Component Matrix

	Component
	Performance Expectancy
Perf_exp_TM_D2c	,879
Perf_exp_TM_D2d	,761
Perf_exp_TM_D2b	,692
Perf_exp_TM_D2a	,447

Extraction Method: Principal Component Analysis.

One factor emerged also for the Construct Effort Expectancy the variables included are reported in Table 25d.

Table 25d: Mother Earth Effort Expectancy Rotated Component Matrix

	Component
	Effort Expectancy
Eff_Exp_TM_D5b	,814
Eff_Exp_TM_D5e	,796
Eff_Exp_TM_D5d	,734
Eff_Exp_TM_D5a	,654
Eff_Exp_TM_D5c	,617

Extraction Method: Principal Component Analysis.

The total cumulative variance explained by the 2 factors related to Slow Food *Performance Expectancy* was 67,804%(Table 26a).

Table 26a: Slow Food Performance Expectancy 1 and 2 - Total Variance Explained

	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,228	52,847	52,847	4,228	52,847	52,847	3,335	41,691	41,691
2	1,197	14,957	67,804	1,197	14,957	67,804	2,089	26,113	67,804
3	,702	8,777	76,581						
4	,536	6,701	83,282						
5	,522	6,523	89,805						
6	,338	4,227	94,033						
7	,266	3,326	97,358						
8	,211	2,642	100,000						

For Slow Food *Effort Expectancy* the total variance is 63,270%. (Table 26b)

Table 26b: Slow Food Effort Expectancy- Total Variance Explained

	Initial Eigen values			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,531	63,270	63,270	2,531	63,270	63,270
2	,726	18,162	81,432			
3	,476	11,896	93,329			
4	,267	6,671	100,000			

For Mother Earth the cumulative variance explained by the factors was 52,860% for *Effort Expectancy*, and 63,973% for *Performance Expectancy* (Tables 26c and 26d).

Table 26c: Mother Earth Effort Expectancy - Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,643	52,860	52,860	2,643	52,860	52,860
2	,901	18,023	70,883			
3	,687	13,746	84,629			
4	,465	9,301	93,930			
5	,303	6,070	100,000			

Extraction Method: Principal Component Analysis.

Table 26d: Mother Earth Performance Expectancy - Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,919	63,973	63,973	1,919	63,973	63,973
2	,663	22,089	86,062			
3	,418	13,938	100,000			

Extraction Method: Principal Component Analysis.

The Bartlett's test was significant atp <0,001 both for Mother Earth and Slow Food (Tables27a, b, c, d); the KMO test value was 0,848 for total Slow food *Performance Expectancy*,0,691 for Slow food *Effort Expectancy;* 0,637for Terra Madre *Performance Expectancy* and 0,706 for Terra Madre *Effort Expectancy*.

Table 27a: Slow Food Performance Expectancy KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,848
Bartlett's Test of Sphericity	Approx. Chi-Square	430,615
	df	28
	Sig.	,000

Table 27b: Slow Food Effort Expectancy KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,691
Bartlett's Test of Sphericity	Approx. Chi-Square	155,409
	df	6
	Sig.	,000

Table 27c: Mother Earth Performance Expectancy KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,608
Bartlett's Test of Sphericity	Approx. Chi-Square	89,826
	df	6
	Sig.	,000

Table 27d: Mother Earth Effort Expectancy KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,706
Bartlett's Test of Sphericity	Approx. Chi-Square	157,505
	df	10
	Sig.	,000

The reliability of the factors was assessed through the Cronbach's Alpha.

For Slow food *Performance Expectancy* was 0.869. For Slow food *Effort Expectancy* was 0.806. For Terra Madre *Performance Expectancy* is 0,717*Effort Expectancy* for Terra Madre was 0.772.The reliability value for the construct dimensions (> 0,7) indicates that all the measurement scales used for the variables are reliable**.**

4.5. Comment: factor analysis results

The factor analysis showed that, among the variables considered in the construction of the UTAUT model, only those associated to *Performance Expectancy* and *Effort Expectancy* are consistent and exhaustive as they have a very good capacity to explain the total variance of the construct. The Cronbach's Alpha showed that the measurement scales related to both variables are reliable.

The analysis showed that, when considering Slow Food, the variables associated to the construct *Performance Expectancy* were split into two factors one mostly associated to economic and social performances improvement due to the participation to Slow Food (*Performance Expectancy1)*, while another factor *Performance Expectancy2,*was defined by variables more associated to environmental aspects improvement, expected when entering Slow food. This suggests that the inclusion of the influence of *Performance Expectancy* in a model should be considered by separating the influence of economic-social expected performances from the more "altruistic" environmental performances.

The Slow Food *Effort Expectancy* factor includes items mostly associated to barriers preventing from entering Slow Food (*Administrative/Bureaucratic aspects, Information availability, Language/Culture barriers, Spatial/Logistical barriers).*

When considering the two factors emerged for Terra Madre the *Performance Expectancy* items associated to Terra Madre Meeting participation are different to those associated to Slow food; the distinction into two sub-categories is less self-evident and this possibly influenced their inclusion in one factor.

In particular the construct *Performance Expectancy* in this case relates to the farmers' external relations improvement (*Exchange information with other farmers' communities, Participate to seminars or other events, Improve business relation with clients and/or suppliers*, *Contact International cooperation organizations*).

The factor *Effort Expectancy* for Terra Madre is, on the other hand, based on similar items as those related to Slow Food *(Financial support, Technical logistical support, Language barriers, Timing and location of the event, Suitability of their products for Terra Madre).*

Even if a statistical inference on the Constructs influencing the participation to Slow Food and Mother Earth was not possible, the Factor Analysis contributed to improve the

definition of the model structure and of the reliability of the measurement scales some of the variables included in the UTAUT model. In particular those related to the Expected Performance and the Expected Effort in participating to Slow Food and to the Mother Earth meeting.

5. Conclusions and recommendations

The main objectives of this research were to evaluate the farmers' communities' approach to the Slow Food vision, their perception of the Slow Food role in supporting their activity and the farmers appreciation and expectations from the participation in the event of Mother Earth.

An analytical approach taken from a different context (the acceptance of Technology) was used to this end considering Slow Food and Mother Earth as innovations whose acceptance form the farmers can be compared to the acceptance of new technologies like computers. A model applied to the study of the acceptance of technological innovation was then adopted in the context of the agro-food sector.

The research focused on farmers attending the 4th edition of Mother Earth in Turin (Italy) in 2010, by using a survey approach completed during the four days of the event. The questionnaire was based on the UTAUT (Unified Theory of Acceptance and Use of Technology) model that was applied in a different context from the original one. The Model capacity to define variables able to explain the farmers' willingness to participate in Mother Earth and Slow Food was tested.

The sample of respondent to the survey included 120 farmers coming from different continents; forty percent were from Africa representing the relative majority, followed by Latin America and Europe.

The descriptive statistical analysis of the sample showed that both Slow Food membership and the Mother Earth Meeting participation are much appreciated for the support provided to their business and the contribution to a more sustainable and fair development. A direct positive social, environmental and psychological impact on farmers also resulted. They are aware and proud of contributing to build a better world (happier, safer and fairer). Slow Food and Mother Earth positively motivate them, through the support provided, the knowledge exchange and the feeling of being part of a network, to continue their activity, pursuing the Slow Food goals and mission. As expected, a relatively higher share of farmers, mostly from the remote and least developed areas of Africa and Latin America showed the Spatial/logistical, cultural and

administrative barriers as factors reducing the possibility to access Slow Food. Possibly this aspect should be further examined and considered by Slow food movement in order to decrease the difficulty for small farmers in remote areas to participate in their activity.

Few differences emerged when considering the different countries of origin of the farmers and their gender.

The relative homogeneous answers from the different regions provide an interesting perspective on the possible universality of the Slow Food and Mother Earth values; symmetrically, it is possible that the relation with Slow Food, and the "education" to Slow food values contributed to shape an homogenous "global" approach of the farmers interviewed.

Few exceptions emerged: *e.g.* the overall farmers sample mentioned that Slow Food is supporting them by (i) preserving the biodiversity of their cultivated and wild varieties, which is one of the main goals of the movement; (ii) orienting them to the use of local resources at the farm and reducing the chemical inputs that may damage the quality of their production. When analysing the answers by regions interesting result emerged: the Middle eastern and Latin American famers underlined the increase in income and managerial skills as the most relevant support from Slow food; on the other hand the African farmers underlined mainly the use of local resources and also the North American and European were more supported in the Environmental aspects.

These differences are interesting when referred to Africa which unlike other developing countries reported the more relevant impact of Slow food on environmental aspects then economic-managerial.

When considering the Slow Food values – *Good, clean and fair* – the farmers have attributed a great importance to the three of them; mainly the support to fair working conditions and prices provided by Slow Food was appreciated.

Regarding the support of Slow Food given to its member farmers the possibility to participate in a network, which provides support to their business, to exchange information with other communities of farmers and to participate to seminars and other events that connect them with other farmers and consumers, emerged. Knowledge

exchange helps the communities to learn, grow and apply new methods supporting the development of their business.

Another interesting outcome related to the role of Slow Food was the awareness of the farmers from the participation of others and the good opportunity given to them to build their image, to maintain it and enhance it.
Most of the respondents stated that it was not difficult for them to take part as a member in the movement, but those coming from Africa found the obstacles at spatial/logistical and language/culture level, others from Latin America had difficulties at language/culture and administration/bureaucratic level, and farmers from the rest of the world had spatial/logistical and administration/bureaucratic difficulties.

Regarding the participation to the event Mother Earth, it gives to the farmers an opportunity to exchange information with other farmers' communities and to participate to seminars and debates. It is very important to them to discuss and learn new techniques and farming methods that can be helpful for their own business development.
Most of the respondents said that Mother Earth is the event that helps them to build their image, which means to promote their products and to enhance the image of their activity.
Few are the farmers who found difficult the participation to the event. They classified language barriers as the first difficulty that they confronted followed by the financial support. In fact, more than thirty per cent of the participants were not financially supported in order to be present in the event. For some farmers the financial burden can be a limit for the participation in Mother Earth event since the high price of travel costs and hotel expenses. Generally, participation in an international event depends on the budget of the farmers, on their objectives from the participation, and on how much it is important to be present in order to reach their goals.

The absolute majority of positive answers associated to the farmers' willingness to relate to Slow Food and participate to the next Mother Earth editions (main dependent variables), reflected on the main UTAUT model capacity to explain the factors influencing

the Farmers behavior intentions. The resulting very low variability of these variables negatively influenced the UTAUT model results. No significant results emerged.

Interesting results emerged by the factor analysis applied to the variables included in the UTAUT model constructs. The variables associated to the *Performance Expectancy* (perceived benefits related to participate in Slow Food and attending Mother Earth)and to *Effort Expectancy* (perceived obstacles to take advantage of Slow Food and to attending Terra Madre)resulted consistent with the factors characteristic (*e.g.* no variables related to *Social Influence* or *Facilitating Conditions* were included in these Factors) Moreover, the measurement scale adopted for the variables included in the constructs resulted reliable.

The *Performance Expectancy* construct for Slow Food was split into two factors, one more related to managerial, economic and social aspects, mainly oriented to their business, and the other on more “altruistic” aspect related to the increase in biodiversity and environmental positive impact.

These findings provide a first insight into the Performance Expectancy and Effort Expectancy factors; their consistency and reliability as constructs were assessed.

The main problem that emerged, when adopting the UTAUT model, was related thus to the low variability of the main dependent variables.

The necessity to interview the farmers in a context like the Mother Earth meeting influenced their attitude towards our questions. The environment where the interviews took place, oriented to the promotion of Slow Food and Mother Earth, being in a very important position as exhibitors, interviewed and contacted my many interested visitors and media, most likely influenced their positive behavioral intention.

Next research development should take into consideration the possibility to interview the farmers also few months after the event, to compare their attitude in a more “neutral” environment. The UTAUT model should also be reconsidered; starting from the Effort expectancy and Performance expectancy a possible simpler hypothesis should be evaluated. The Technology acceptance model (TAM) (Davies, 1989) could be evaluated, where two constructs: Perceived Usefulness (PU) and Perceived Ease of Use (PEU) are

considered as the most relevant in influencing the attitude towards adopting a technology and the behavioral intention.

Last but not least the main dependent variable related to the behavioral intention should be defined and measured in order to increase its variability.

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Annex 1: Questionnaire

ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

PhD research

"Analysis of the perceived Slow Food movement impact on the farmers and rural areas' sustainable development"

Dear Mr. / Mrs.
Please take few minutes to complete the following questionnaire, the results of which treated with anonymous and collective way, will be used by me exclusively for the preparation of my dissertation.

1. **Country of origin:** _____

2. **Age:** _____

3. **Gender:** ☐ Male ☐ Female

4. **What is your level of education?** (mark only ONE)
   ☐ None ☐ Secondary school ☐ Post graduate
   ☐ Primary school ☐ University degree

A. Farm structure

1. **What is (are) the type of product(s)?** (mark where appropriate)
   ☐ Coffee ☐ Milk
   ☐ Cacao ☐ Meat
   ☐ Other fresh fruits and vegetables ☐ Oil (Olive oil, seed oil…)
   ☐ Processed products ☐Other (please specify) _____

2. **Are you an organic producer?** ☐ Yes ☐ No

3. **Are you involved in Fair Trade?** ☐ Yes ☐ No

4. **Do you certify your products other than Organic and/or Fair Trade?**
   ☐ Yes ☐ No
   If yes, which one? _____

5. **What is the total extension of your farm?** _____

6. **How many people work on your farm?** _____

7. **Do you employ steadily people from outside your family?** ☐ Yes ☐ No

   If yes, how many? _____

8. **Are you a member of a farmers' organization?** ☐ Yes ☐ No

9. **Do you receive a financial support to carry out your business?**

   ☐ Yes ☐ No

10. **If yes, from which institution?** (mark where appropriate)
    ☐ Directly from Government (central or local)
    ☐ International cooperation (*e.g.* through NGOs)
    ☐ Other (please specify) _____

11. **Do you use other type of financing?** ☐ Yes ☐ No

    If yes, which type?
    ☐ Conventional bank ☐ Ethical banks / Micro credits
    ☐ Other_____

12. **What is your main market orientation?** (mark only ONE)
    ☐ Local markets/ directly at the farm
    ☐ Regional / National markets
    ☐ Export

B. Communication and access to information

1. **How far do you live from the main city in the region?**

   _____

2. **Do you have radio/TV set?** ☐ Yes ☐ No

3. **How many times a year do you get in touch with Slow Food representatives?** _____

C. Slow Food

1. **How long have you been related to Slow Food?** (please indicate the number of years) _____

2. **Did you participate to any of the Slow Food manifestations other than Terra Madre?**

   ☐ Yes ☐ No

3. **What is the degree of importance you give to the following statements regarding the Slow Food values?** (please put an X for each answer in one of the 5 boxes)

	Absolutely not important	Not important	indifferent	Important	Very important
• Biodiversity	☐	☐	☐	☐	☐
• Good	☐	☐	☐	☐	☐
• Clean	☐	☐	☐	☐	☐
• Fair	☐	☐	☐	☐	☐

4. **How much do you think Slow Food is supporting your community in the following issues?** (please put an X for each answer in one of the 5 boxes)

	Not at all	Not too much	Enough	Much	Very much
• Biodiversity	☐	☐	☐	☐	☐
• Short chains	☐	☐	☐	☐	☐
• Organic agriculture	☐	☐	☐	☐	☐
• Fair conditions	☐	☐	☐	☐	☐

5. **How much did Slow Food contribute to the actual realization of the following aspects?** (please put an X for each answer in one of the 5 boxes)

	Very negatively	Negatively	Neutral	Positively	Very positively
• Income	☐	☐	☐	☐	☐
• Managerial skills	☐	☐	☐	☐	☐
• Access to credits	☐	☐	☐	☐	☐
• Social conditions improvement	☐	☐	☐	☐	☐
• Access to food	☐	☐	☐	☐	☐
• Biodiversity	☐	☐	☐	☐	☐
• Reduction of chemical inputs	☐	☐	☐	☐	☐
• Use of local/on farm resources	☐	☐	☐	☐	☐

6. **How do you think Slow Food contributes to the realization of the following aspects?** (please put numbers from 1 to 5 <u>for every singular box</u>; 1 = Very Negatively ; 2 = Negatively; 3 = Neutral; 4 = Positively; 5 = Very Positively)

   ☐ Exchange information with other famers' communities
   ☐ Participate to seminars or other events
   ☐ Improve business relation with clients and/or suppliers
   ☐ Contact International cooperation, organizations, NGOs, Governmental agencies

7. **You relate to Slow Food because:** (please mark where appropriate)

   ☐ It is important for building the image of your company/cooperative
   ☐ People who are important to you think that you should participate
   ☐ You are aware that many other farmers are doing the same

8. **How easy do you think it was entering Slow Food?** (mark only ONE)

   ☐ Very difficult ☐ Fairly easy ☐ Very easy
   ☐ Difficult ☐ Easy

9. **How much the following aspects contributed to make your entering/participation to Slow Food difficult?** (please put an X for each answer in one of the 5 boxes)

	Not difficult at all	Not difficult	Neutral	Difficult	Very difficult
• Administrative/Bureaucratic aspects	☐	☐	☐	☐	☐
• Information availability	☐	☐	☐	☐	☐
• Language/Culture barriers	☐	☐	☐	☐	☐
• Spatial/Logistical barriers	☐	☐	☐	☐	☐

D. Terra Madre

1. **How many times did you participate in Terra Madre?**

   _____

2. **How do you think Terra Madre contributes to the realization of the following aspects?** (please put numbers from 1 to 5 for every singular box; 1 = Very Negatively ; 2 = Negatively; 3 = Neutral; 4 = Positively; 5 = Very Positively)

   ☐ Exchange information with other famers' communities
   ☐ Participate to seminars or other events
   ☐ Improve business relation with clients and/or suppliers
   ☐ Contact International cooperation, organizations, NGOs, governmental agencies

3. **Do you participate in Terra Madre because:** (please mark where appropriate)

   ☐ It is important for building the image of your company/cooperative
   ☐ People who are important to you think that you should participate
   ☐ You are aware that many other farmers are doing the same

4. **How easy do you think it was to participate to Terra Madre?** (mark only ONE)
   ☐ Very difficult ☐ Fairly easy ☐ Very easy
   ☐ Difficult ☐ Easy

5. **How much the following aspects contributed to make your participation to Terra Madre difficult?** (please put an X for each answer in one of the 5 boxes)

	Not difficult at all	Not difficult	Neutral	Difficult	Very difficult
• Financial support	☐	☐	☐	☐	☐
• Technical/Logistical support	☐	☐	☐	☐	☐
• Language barriers	☐	☐	☐	☐	☐
• Timing and location	☐	☐	☐	☐	☐
• Suitability of my product	☐	☐	☐	☐	☐

6. **How much do you think the following aspects make you happy to participate to Slow Food / Terra Madre?** (please put an X for each answer in one of the 5 boxes)

	Not at all	Not much	Enough	Much	Very much
• It provides better material benefits (*income, services, skills*)	☐	☐	☐	☐	☐
• It positively motivates me (*helps me to go on with my work*)	☐	☐	☐	☐	☐
• It gives me a sense of belonging	☐	☐	☐	☐	☐
• It gives me a sense of contributing to a better world (*Happier, Safer, Fairer*)	☐	☐	☐	☐	☐

7. **Do you receive some financial support for attending Terra Madre 2010?**
   ☐ Yes ☐ No

8. **If yes, from which part?** _____

9. **What will be your future relation with Slow Food?** (mark only ONE)
   ☐ I will leave Slow Food
   ☐ I will continue to participate in Slow Food initiatives
   ☐ I am not sure of what I will do

10. **Will you participate in the next edition of Terra Madre?** (mark only ONE)
   ☐ Yes
   ☐ Maybe
   ☐ No