



**CHEESE**  
2025

**THERE'S A WORLD  
AROUND CHEESE  
SEPTEMBER 17-22 - BRA**

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Selection criteria  
for exhibitors

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# INTRODUCTION

Terra Madre Salone del Gusto, Cheese, Slow Fish and the Earth Markets are the main showcases for the Slow Food network: its activities, projects, policies and international campaigns. It is therefore essential that the Market producers be ambassadors of Slow Food and that they present products that are in line with the good, clean and fair philosophy and the international campaigns of Slow Food.

- For the defense of biodiversity, the promotion of eco-friendly agroecological practices, the protection of soil fertility, good water management, the protection of the landscape, respect for animal welfare, transparency with consumers, the defense of raw milk and the promotion of sustainable fishing practices;
- Against the excessive use of synthetic chemicals in agriculture (fertilizers and phytochemicals); GMOs; the use of artificial additives, preservatives and colorings; food waste and the excessive use of packaging and disposable, single-use containers.

These guidelines are subject to continuous revision, in order to make them as useful as possible to producers, and to keep them in line with Slow Food principles.

# GENERAL RULES

- The Markets of Terra Madre Salone del Gusto, Cheese, Slow Fish and the Earth Markets are exclusively for food producers. However, retailers are not allowed to display or sell their products.
- The products presented must always be produced by the producers themselves, save for some specific exceptions. For some product categories, affineurs (agers of cheeses or cured meats, for example) will be allowed. The event's organizers will evaluate the possibility of granting exceptions to this rule for specific cases (for example selectors or retailers within the organic or fair-trade circuit, or others involved in virtuous distribution projects).
- Products must not contain GMOs.
- The packaging of the products must be minimal, easily broken down, biodegradable or recyclable.
- During the event days, exhibitors cannot use plastic plates, cutlery or glasses, only objects biodegradable or made from natural materials (wood, glass, plant fibers, etc.).
- Those who participate must describe their work in as much detail as possible: either on the label
- (ideally a narrative label) or on a display at the stand

All guidelines are binding. It is up to producers to guarantee their compliance and to report any and all incidences of non-compliance to the event organizers. The event organizers may grant exceptions as they see fit.



## MILK, CHEESE AND DAIRY PRODUCTS

- The animals' diet must be GMO-free.
- Cheeses and dairy products must be made from milk from farms with high animal welfare standards.
- Cheeses and dairy products must be made from milk produced by the company or bought locally from farms that participate in supply chain projects which oblige participants to work according to criteria of sustainability.
- All cheeses must be made from raw milk.
- Cheeses must be made using animal or plant rennet. Microbial rennet is not permitted.
- Cheeses that have undergone chemical treatments of the rind or smoking with liquid smoke cannot be sold. Traditional treatments (tomato, wax, oil, grappa, charcoal, ash) are allowed.
- Products containing synthetic additives e.g. preservatives, colorings, emulsifiers, thickeners, etc. cannot be sold.
- Products flavored with artificial flavorings (for example truffle flavoring) cannot be sold.

Priority will be given to:

- Products made from the milk of animals whose diet is primarily pasture-based, or at least with a high percentage of grass/hay (70/30).
- Companies that produce cheese without the use of artificial chemical starter cultures and cheeses made without starter cultures, followed by those who produce cheeses with self-produced starters (milk starter, whey starter).
- Companies that produce dairy products using milk from local breeds.
- Companies that possess organic certification.

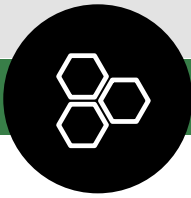


## ICE CREAM

- The use of ready-made liquid bases or pre-balanced, standardized powder bases from producers of semi-finished products is not permitted.
- The milk used must be fresh and of high quality.
- The cream used must be fresh.
- The milk, cream and butter must come from farms with high standards of animal welfare, and from within the same country.
- The use of powdered milk, concentrated milk or condensed milk may not exceed 8% of the total ingredients. Its use as a replacement for fresh milk and cream is not allowed.
- Synthetic additives, including artificial colors, aromas, and nature identical flavorings is not allowed, including in semi-finished products that contain them (for example chocolate, praline, etc.).
- The use of hydrogenated vegetable oils, palm oil and rapeseed oil is not permitted, including in semi-finished products which contain them.
- The use of monoglycerides and diglycerides is not permitted.
- The egg whites and yolks must be fresh or pasteurized. The minimum egg standard is Category 1: from chickens raised outdoors.
- The use of freeze-dried, frozen or imported eggs is not permitted.
- Fresh fruit used must be seasonal and of national origin. Out of season it is possible to use frozen fruit or processed fruits in line with these present guidelines.
- Chocolate must be comply with the stipulations of these present guidelines.
- Dried fruit pastes must be 100% pure.
- The use of ground coffee is not permitted.

Priority will be given to producers that:

- Buy non-characterizing ingredients (e.G. Milk, sugar, eggs) from short supply chains and of local origin wherever possible.
- Produce ice cream from raw milk.
- Produce express ice cream, without freezing it for more than three days.
- Use organic and fair trade ingredients (or with equivalent certification that testify the use of sustainable production practices).
- Use local water sources.

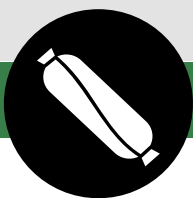


# HONEY

- Only mixed-flower honey (not deriving from a blend) and single-flower honey that can be associated with the botanical species present in a clearly-indicated production area can be displayed and sold.
- Pasteurized honey cannot be displayed or sold.
- Honeys subjected to forced filtration are not permitted.
- Honey that has been heated to slow crystallization cannot be displayed or sold.
- The use of antibiotics is not allowed.
- Honeys from hives where the bees are given protein-rich foods like soy or powdered milk cannot be displayed and sold. For emergency feeding only pollen, honey or sugar are allowed.

Priority will go to producers with organic certification.





# MEAT, CHARCUTERIE AND PROCESSED PRODUCTS

## Farming

- Meat intended for the production of charcuterie and processed products must come from farms that consider the behavioral needs of the animals, ensuring adequate space that meets, at minimum, the parameters for organic certification.
- Processed products must come from closed supply chains, or from companies that purchase meat from farmers with whom they have established a specific supply agreement. In both cases, the farming must be sustainable.
- Preference is given to companies that process organically-certified meats or meats from animals raised in semi-wild conditions.
- Preference is given to companies that work with meats from native breeds.

For further information see the Slow Food position paper: [Beyond welfare. We owe animals respect.](#)

## Feeding

- Feed intended for animal nutrition must be free from GMOs.

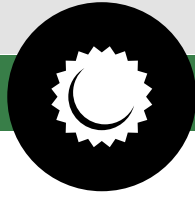
## Slaughtering

- Slaughtering facilities must be as close as possible to the farm to avoid stress to the animals.

## Processed products

- Products containing whey, caseinates and milk derivatives, additives (polyphosphates, artificial flavors, taste enhancers, colorants, etc.), and starters (sucrose, dextrose, etc.) cannot be sold.
- Only nitrites, nitrates, and ascorbic acid are allowed in ground raw sausages and, as provided by legislation, in cooked sausages.
- Preference is given to companies that produce sausages without additives.
- The origin of meats and the name of the farmer must be declared on the appropriate signage provided for the event.





## FRESH AND FILLED PASTA

- Fresh and filled pasta on display and for sale must be made using flours and fillings which conform to the guidelines above.
- Only fresh pasta made entirely in the company's own facilities can be displayed and sold.
- Fresh pasta and any fillings made with additives, stabilizers, preservatives, flavor enhancers, malt extract, enzymatic aids, lecithin and emulsifiers, colorings, polishers, waxes, artificial flavors and nature-identical flavors cannot be displayed and sold.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label must specify the ingredient used (sage, rosemary, garlic, cumin, fennel seeds, etc.) rather than the generic phrase "natural flavors."
- Products containing refined oils or lards or other surrogates for ingredients of higher quality (for example olive pomace oil instead of extra-virgin olive oil) cannot be displayed and sold.
- The minimum standard for eggs is outdoor free-range (category 2). Priority will go to eggs from organic agriculture (category 0).

Priority will be give to producers that:

- Are responsible for the whole production chain from grain cultivation to pasta production.
- Have organic certification.
- Produce pasta shapes with a connection to local tradition.



## FRUIT AND VEGETABLE PRESERVES

- The minimum percentage of fruit in jams is 65%.
- In vegetable preserves, the minimum percentage of vegetables is 65%.
- Fruit and vegetable preserves that contain synthetic chemical ingredients or ingredients of chemical extraction, e.g. freeze-dried ingredients or synthetic flavorings, colorings, additives, supplements and processing aids, including artificial sweeteners, thickeners, gelling agents, emulsifiers, stabilizers, antioxidants, sulfites and zeolites cannot be sold.
- Product labels must indicate which oils were used in their production.
- Any natural flavorings used must be herbs, spices, essential oils and/or extracts of these. The label or data sheet must specify the ingredient used (sage, garlic, cinnamon, etc.) rather than the generic phrase “natural flavors.”
- For dried products, the use of any chemical substances, including carbon dioxide, in the phase of conservation (both before and after packaging) is prohibited.

Priority will be given to producers that:

- Have organic certification.

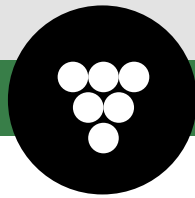


## AROMATIC AND MEDICINAL PLANTS AND DERIVATIVES

- The cultivation of aromatic and medicinal herbs must be sustainable with regards to the fertilization, protection and working of the soil and in whose production no chemical herbicides, hormonal treatments or neonicotinoids have been used.
- The sale of infusions containing synthetic ingredients and/or flavorings of chemical extraction is not permitted.
- “Natural” flavorings must be herbs spices, essences and/or extracts thereof. The label must specify the raw material used (sage, rosemary, garlic, cumin, fennel seeds, etc.) and not the generic indication “natural flavourings”.
- The zone of origin for production and harvest of the ingredients must be specified.

Priority will be given to producers that:

- Have organic certification.



## WINE

At Terra Madre Salone del Gusto, Cheese, and Slow Fish, individual wineries may only participate if they are part of a Slow Food Presidium or of the Ark of Taste.

- Wineries must directly cultivate at least 70% of the grapes used for their wine production (with exceptions for certain areas traditionally engaged in an extensive grape trade, such as Madeira, Napa Valley, Southern Spain, etc.).
- Wineries must refrain from using fertilizers, herbicides, and anti-botrytis agents derived from synthetic chemicals.
- The use of environmental resources for wine production must be conscious and sustainable. The use of irrigation systems should be limited as much as possible and aimed at avoiding cases of severe water stress.
- If new buildings are to be constructed on the estate, they must respect the landscape. In the case of existing constructions, any potential renovation and management should consider parameters of environmental sustainability.
- Wineries must abstain from using reverse osmosis and physical methods of must concentration. Additionally, unless traditional for sparkling wines or wines that traditionally employ them, the use of Concentrated Rectified Must (CRM) or sugar (depending on the country) should be avoided. The use of chips to flavor wines is not allowed.
- The sulfur quantity in the wine should not exceed the limits indicated in the European Union organic wine certification.
- Wines must reflect the terroir of origin. Therefore, the use of indigenous yeasts is encouraged, as well as scientific research aimed at isolating indigenous yeasts that can be replicated and used by the winery or other winemakers in the same area and/or appellation.
- Wines must be free of major enological defects, as these tend to homogenize wines and flatten territorial differences.
- It is desirable that the winery actively collaborates with the entire agricultural community to enhance the food system of the area in which it operates. In this regard, it is essential for the winery to maintain a virtuous relationship with its collaborators and employees, encouraging their personal and professional growth. Similarly, the winery should collaborate and share knowledge with other grape growers in the area, avoiding unfair competition.
- The sustainable wine grower promotes biodiversity through practices such as alternating vineyards with hedges and wooded areas, soil management that includes cover crops and fallows, and avoiding bare soil except for short seasonal periods. The protection of pollinating insects and beneficial fauna is essential, preferring organic-approved insecticides if necessary, and avoiding their use during the flowering of the vines and other herbaceous species in the vineyard. The raising of animals should respect their well-being, and the on-site production of manure is encouraged. Additionally, the winery should produce compost from pruning residues and other organic materials.



## VINEGARS

- Only wine vinegars produced with the companies' own grapes can be displayed and sold.
- Only fruit vinegars produced with local ingredients, preferably grown by the company, can be displayed and sold.
- Only vinegars that are aged in barrels and acidified with a natural starter can be displayed and sold.
- Priority will go to wine vinegars made using traditional grape varieties.
- Only traditional balsamic vinegar, which follows the specifications for traditional balsamic vinegar production, can be displayed and sold.
- Balsamic condiments cannot be displayed and sold unless they have been made exclusively from the processing of must and vinegar (e.g. glazes and creams **without additives**).

Priority will be given to producers that:

- Sell vinegars made from local varieties.



## BEER

- Beers made using genetically-modified malt cannot be displayed or sold.
- The labels or data sheets must clearly indicate all ingredients used and the treatments used.
- In the case of Beer Firm (beer companies that produce beer without owning their own brewing equipment), it will be necessary to indicate the facility where the beer was produced.

Priority will be given to producers that:

- Clearly indicate, ideally on the taps, the following: type and provenance of the malts used, type and provenance of hops used, type and provenance of any other added ingredients.
- Produce beers in historic local styles, where they exist.
- Use organically-cultivated ingredients.
- • Develop partnerships in their local areas (for example regarding suppliers or distribution).



## SPIRITS

It is essential to disclose the origin of the ingredients, which must be local, with the only exception being those unavailable within the local region.

- The ingredients must come from sustainable cultivation practices that include:
  - » Proper soil use (gentle cultivation, rotations, cover crops, etc.)
  - » Organic fertilization
  - » Exclusion of chemical weeding and any treatment with hormones and growth stimulants
  - » Low environmental impact defense products, and, wherever possible, the application of biological control.
- Any chemical preservation treatment is prohibited after the harvesting of raw materials.
- The use of synthetic flavors, colorants, and sweeteners is prohibited.
- The raw materials used must be specified on the label or technical sheet; the generic term “natural flavors” is not accepted, and it is necessary to specify the type of aroma used (which herb, spice, etc.).
- Distillation can occur both continuously and discontinuously.
- Products must result from small or medium-scale production models.
- Preferably, companies should be family-owned.
- It is desirable for producers to actively collaborate with the entire agricultural community to enhance the food system of the area in which they operate.



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