

A group of people, including a man and three women, are walking across a paved area in a park. They are carrying large woven baskets filled with produce. In the background, there is a large, ornate stone archway monument. The scene is brightly lit, suggesting a sunny day.

**WE FEED  
THE PLANET**

**WE ARE SMALL SCALE PRODUCERS.  
WE FEED THE PLANET.**



Milan  
3 - 6 October

# The Idea



Terra  
madre



In collaborazione con:



fondazione  
cariplo





# 3 – 6 October, Milan

**When:** From 3 to 6 October 2015

**Where:** We will be in the heart of Milan, including parks, Universities and many other locations

**Who:** Thousands of farmers, food artisans, fishers, nomads, Indigenous Peoples, cooks, students and activists from all over the world, all under 40

**Why:** It is young people who can subvert a world economic system that is destroying the home we live in, in the name of a conception that confounds development with profit, growth with competition

It is young people who will carry on this ancient story written by every scythe, every hoe, every fishing net, every pot and spoon, every effort spent for the Earth and our food. It is the young people who practice and propagate the “slow contagion of example”.



# Key Players

We call them **Small Scale Producers**: Food producers, farmers, members of the food communities around the world. Many belong to the Terra Madre network, which takes care of our earth and produces our daily food.





# The Program

The program, still to be defined, envisages

- **Saturday 3 October** – Plenary session with all delegates
- **Sunday 4 October** – Thematic meetings followed by a great Disco Soup, the event where delegates will prepare dinner with vegetables that otherwise would have been wasted and will share it with homeless people
- **Monday 5 October** – A full day of meetings and debates in cooperation with Universities and other Partners, in order to discuss the most relevant themes linked to sustainability and solutions on how to feed the planet
- **Tuesday 6 October** – Delegates will visit Expo 2015



# Who are they?

Thousands of young people will participate to Terra Madre Giovani – We Feed the Planet. Apart from Italy they will come from

- Africa
- Latin America
- Asia
- Europe
- North America



# Who are they?

## THE STORIES OF THE PROTAGONISTS



**IRENE  
BRUINS**

The Netherlands

Expertise: Dairy farmer

Location: The Netherlands

She is dedicated to producing dairy products and educating consumers at her parents' farm. With her own initiated projects, she is passionate to prevent (young) people from bad eating habits. Her name is Irene Bruins, only 28 years old, but she and her brother already know that they will take over the farm from their parents in a few years. They are looking forward to learning from all other food producers during Terra Madre Giovani - We Feed The Planet.

[READ HIS STORY](#)

**SKA MIRRIAM  
MOTEANE**  
Lesotho

Expertise: Professional chef





# Crowdfunding

With the crowdfunding campaign we ask everybody to help us bringing those young farmers to Milan. Together they will develop new initiatives to redefine the future of food.



## THE FUTURE OF FOOD: WE DECIDE!

Feeding the planet is the biggest challenge our generation has to face. And with EXPO 2015 focusing on exactly this, the world is looking to Milan for answers. However, **it is senseless to discuss how to feed the planet in the future without the presence of the young generation**, especially small-scale producers. It's time to give a voice to those who work hard, night and day, to put food on people's plates.

As EXPO comes to a close, Slow Food and the Slow Food Youth Network are organising **Terra Madre Giovani – We Feed The Planet**, an unique event that brings together thousands of young people from all over the world. Together **they will develop new initiatives to redefine the future of food.**

Support our crowdfunding campaign to enable the 'Small Scale Producers' to travel from their home countries to Milan.

[DONATE NOW!](#)

PROJECT SUPPORT US STORIES EVENT ENG



JAKE GYLLENHAAL  
SUPPORTS TERRA MADRE GIOVANI  
- WE FEED THE PLANET

Meet our supporters

145/2000  
FARMERS HOSTED

72,501.00 €  
Collected of 1,000,000.00 €

444 Supporters  
Helped us

Bring the Small Scale Producers  
to Italy.

DONATE

HOST





# Crowdfunding

Many testimonials have already supported our campaign, such as Dario Fo, Claudio Marchisio, René Redzepi and Paolo Sorrentino.

The screenshot shows a crowdfunding campaign page. At the top left is the 'WE FEED THE PLANET' logo. Next to it, it says 'MILANO 3-6 OTTOBRE 2015'. A blue button labeled 'DONA ORA' is positioned to the right. Further right are navigation links: 'IL PROGETTO', 'SOSTIENICI', 'LE STORIE', 'L'EVENTO', and 'ITA'. In the top right corner, the 'Terra Madre' logo is visible. On the left side of the page, there are social media icons for Facebook, Twitter, and YouTube. The main content area features a grid of four video testimonials. To the right of the testimonials, there are two campaign tiers. The first tier is for 250,00 € and includes a badge, a territory download from the Slow Food Planet app, an e-book by Carlo Petrini, and an event invitation. The second tier is for 1000,00 € and includes a badge and a territory download. A blue 'DONA ORA' button is located below the 250,00 € tier.

**WE FEED THE PLANET** MILANO 3-6 OTTOBRE 2015

**DONA ORA**

IL PROGETTO **SOSTIENICI** LE STORIE L'EVENTO ITA Terra Madre

**250,00 €**  
Badge +  
Scarica un territorio dalla App Slow Food Planet +  
e-book di Carlo Petrini Loving the Earth (in lingua inglese) +  
Invito evento di apertura e tutti gli altri incontri di Terra Madre Giovani - We Feed the Planet (dal 3 al 6 ottobre – Milano)

**DONA ORA**

**1000,00 €**  
Badge +  
Scarica un territorio dalla App Slow Food Planet +



# Hosting

People living in Milan also play a key role in this event: we asked them to host a young delegate and enjoy a unique cultural, gastronomic and social opportunity. More than 200 families have already registered.



Terra Madre Giovani - We Feed The Planet è un evento dedicato al futuro del cibo e del pianeta organizzato dalla Rete Giovani di Slow Food che



Le persone o le famiglie di Milano e dintorni che volessero accogliere uno o più delegati di Terra Madre Giovani - We Feed the Planet possono



*Thank You!*

If you want to help us, donate on [www.wefeedtheplanet.com](http://www.wefeedtheplanet.com)

