

MedSNAIL's campaign on what is GOOD food: discover the Ark of Taste

Slow Food organization envisions a world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet.

This approach is based on a concept of food that is defined by three interconnected principles: good, clean and fair.

What does GOOD mean? In the Slow Food philosophy, *Good* is synonymous with quality, flavorsome and healthy food.

The global food production system is based on intensive agriculture, which relies on synthetic pesticides and fertilizers to produce highly processed, calorie-dense foods packed with additives, preservatives, sugars, and saturated fats. This is creating imbalances in environmental, economic, and social dynamics, particularly in more vulnerable countries, generating many public health problems like obesity and malnutrition.

Slow Food is working to promote production, processing, and consumption models that are as sustainable and healthy as possible for both individuals and the planet.

In the collective imagination, a healthy diet is often associated with privation, calorie restriction, and monotony. In reality, eating can easily be healthy and enjoyable at the same time.

The food that's good for us is also good for the environment and the community.

But how can we eat well every day? We don't have to invent anything new; all we have to do is look at our rich gastronomic traditions.

Eating is not just a necessity, but a source of pleasure!

Trying to discover good food linked to tradition, we are helped by a Slow Food project, the [Ark of Taste](#). This program travels the world collecting small-scale quality productions that belong to the cultures, history and traditions of the entire planet: an extraordinary heritage of fruits, vegetables, animal breeds, cheeses, breads, sweets and cured meats...

The Ark of Taste was created to point out the existence of these products and draw attention to the risk that they might disappear within a few generations.

The Ark of Taste invites everybody to take action: in some cases, **products need to be rediscovered and put back on the table, and producers need to be supported and to have their stories told; in others, such as the case of endangered wild species, it might be better to eat less or none of them in order to preserve them and favor their reproduction.**

Find the full definition in the [Slow Food Call to Action](#)

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