

CONCEPT OF THE CALENDAR OF SEASONS

&

«Calendarium Culinarium
2.0»»

THE PROBLEM



Strawberries in February and asparagus in September? In times of everything seemingly available all the time it's not easy to keep the seasonality of food in order.

To respect the credo of **good, clean and fair** is not a question of sacrifice anymore, it's rather about getting inspired by the seasonal market offer. All four seasons bear great culinary variety!



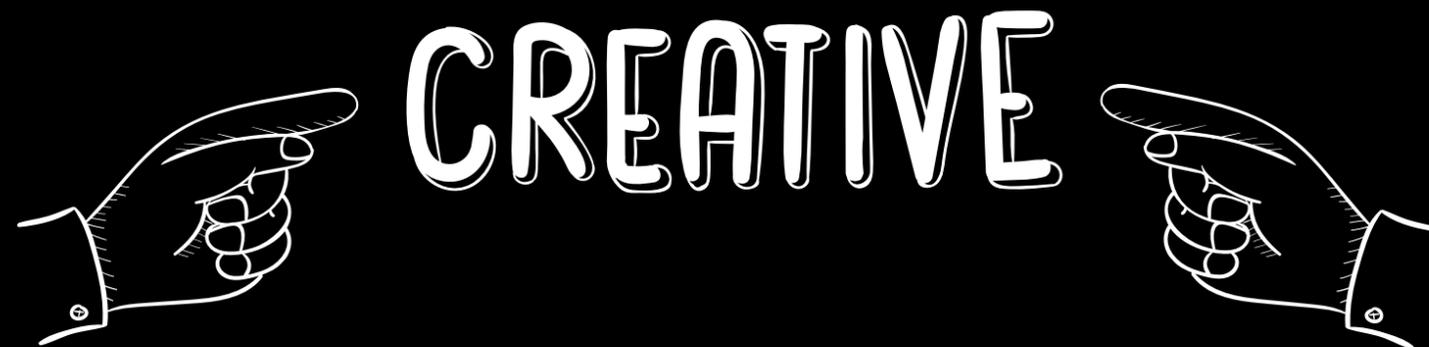
THE START



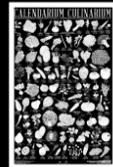
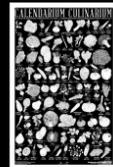
Slow Food Youth Switzerland stands up for spreading the knowledge about high quality, sustainably and locally produced food.

In a collaboration of the initiators Anna Pearson and Flurina Gradin with the graphic designer and illustrator Nando von Arb the calendar of seasons «Calendarium Culinarium» was created.

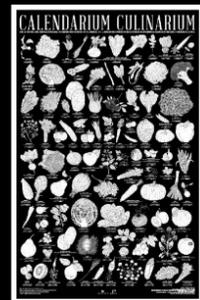
The calendar conveys the seasonality of 100 vegetable and fruit varieties which are cultivated in Switzerland, put in order according the annual cycle and labeled in three national languages.



OUR SUCCESS STORY



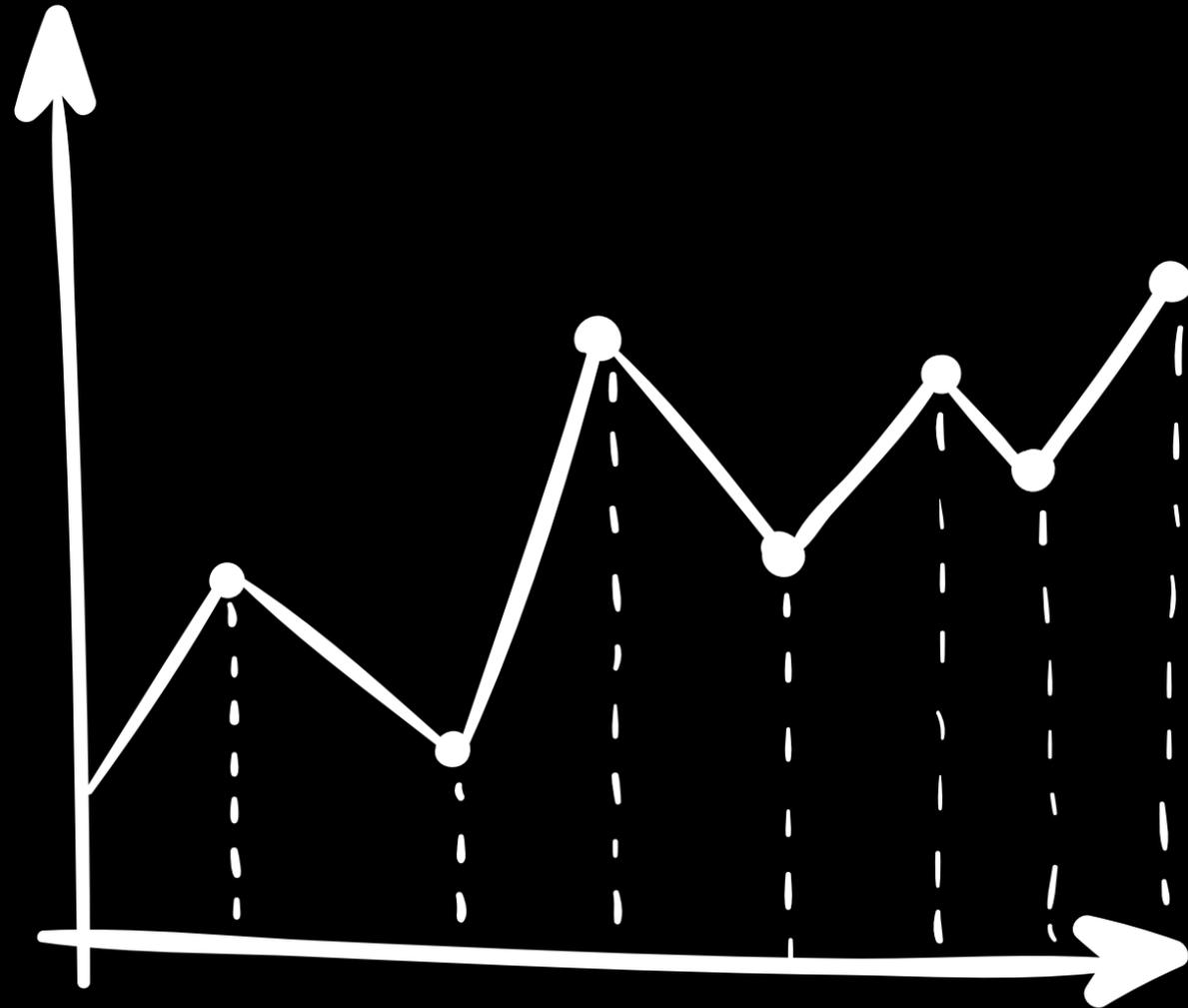
In two years, 5 editions were printed and over **5000 copies** were sold.
SFY Switzerland has earned about **50.000 CHF**.



CHANCES



The calendar was never promoted actively - it is a self runner. If we would have the capacities for promotion, we surely **could sell the double** in Switzerland.



IMPACT



The «Calendarium Culinarium» helped the Slow Food Youth movement to get recognized by a **wider public**.



We achieved our aim to **draw attention to the topics** of seasonality, ecological and local food production and biodiversity.



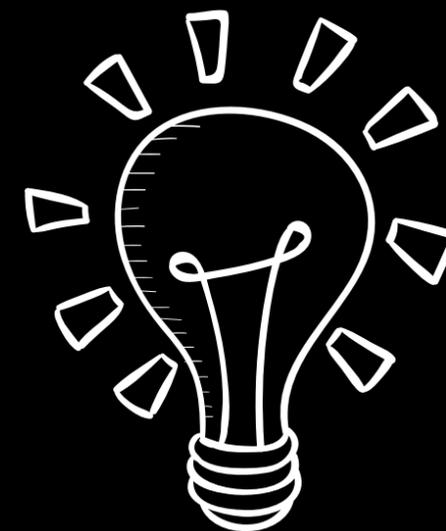
The calendar is present in **dining halls, professional kitchen, shops, schools and offices**. Every now and then one finds the calendar in the background in articles about chefs or ads for flat rental.



Often, the calendar is given as a meaningful gift; people buy several at once.



PROJECT IDEA



«Calendarium Culinarium 2.0»



PROJECT IDEA



The project «Calendarium Culinarium» gets adapted worldwide by other Slow Food Youth groups and serves them as a campaigning and fundraising tool.



In the process of creating their own regional or country-specific calendars, other project groups can benefit from the knowhow of Slow Food Youth Switzerland.



HOW?

Content

The participating groups should take into account **local conditions** (e.g. seasons aren't relevant everywhere) and at the same time respect certain **common standards of informative and aesthetical quality**.

Working Method

All groups should work as autonomous as possible but at the same time stay constantly in touch with SFY CH.

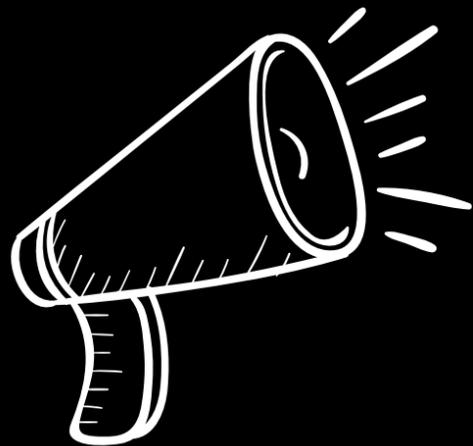


PROJECT GOALS



A wide collection of diverse calendars, which not only represent **biodiversity** of edible plants worldwide, but also documents diversity on an **artistic** and aesthetical level.

This collection should be presented at the **Salone del Gusto 2018** in Turin as a symbol of the global SFY Network.



YOUR CHANCE



Enthusiastic about our project «Calendarium Culinarium 2.0»?



Write us and we will start an exchange of informations and details about the project.



Find 1-2 enthusiastic people of your Slow Food (Youth) group and create your calendar team.



Develop a concept for the content, if necessary with the help of partner organizations and experts.



Watch out for a talented graphic designer or artist who can translate your content in a aesthetical language of high quality.



We constantly keep in touch and exchange about your groups' progress, questions and solutions.



«**Calendarium Culinarium** **2.0**»»

Culinary knowledge, locally rooted, globally linked.

