

## PRESS RELEASE

SEPTEMBER 14, 2004  
FOR IMMEDIATE RELEASE  
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### **SLOW FOOD DALLAS SENDS TWO LOCAL ARTISANAL PRODUCERS TO SLOW FOOD'S INTERNATIONAL CONFERENCE**

Slow Food Dallas is sending two local artisanal food producers, Ugo Ginatta, of Dallas, Texas, and Robert Hutchins, of Greenville, Texas, to the international Slow Food conference "Terra Madre: World Meeting of Food Communities" in Turin, Italy, Oct. 20-23, 2004.

Ugo Ginatta, who owns Dallas-based Paciugo and makes traditional Italian gelato, and Robert Hutchins, who uses organic and sustainable pasturing methods to raise cattle, chickens and goats at his Rehoboth Ranch in Greenville, will meet with nearly 5,000 other delegates from 120 nations working in sustainable agriculture.

The Terra Madre conference is a forum for those who seek to grow, raise, catch, create, distribute and promote food in ways that respect the environment, defend human dignity, and protect the health of consumers.

The delegates represent "food communities," Terra Madre's term for those who are part of a chain of production, or who are linked by a common product, ethnic identity, region, history, or approach.

Each local Slow Food convivium was asked to send premier producers from its area. Over 450 American and 110 Canadian delegates will attend Terra Madre, including fruit growers, ranchers, honey producers, winemakers, vegetable farmers, artisanal cheesemakers, bread bakers, brewers, chefs and more.

In more than 100 workshops on sustainability, biodiversity, community, and commerce, participants will listen through headphones to ongoing simultaneous translation.

Translators will be provided in meetings of participants from more than one country, for example, a meeting for producers of similar products from different countries. And almost a hundred roving translators will facilitate on-the-spot conversations.

Delegates will also meet with delegates from their own country. >From a family-run wild Alaskan salmon fishery to a potato farmer in central Maine, small US producers will have the opportunity to share information and discuss the challenges they face.

"The goals of Terra Madre are unique in the world of agriculture and food production: to put small farmers and food producers on center stage, and to reveal the global face of sustainable agriculture as a vibrant, creative and hopeful movement," said Erika Lesser, Executive Director of Slow Food U.S.A.

#### FOR MORE INFORMATION

To apply for press credentials to attend Terra Madre or any pre-events, or to receive future press releases via email, please contact Erika Lesser at: [erika@slowfoodusa.org](mailto:erika@slowfoodusa.org)

For general information on Terra Madre: [www.terramadre2004.org](http://www.terramadre2004.org)

To learn about the US delegation:  
<http://www.slowfoodusa.org/events/terramadre.html>

To contact Robert Hutchins: phone 903.450.8145, [www.rehobothranch.com](http://www.rehobothranch.com), or Rehoboth Ranch (grass-fed beef, lamb, & poultry and Grade A raw goat milk), 2238 County Road 1081, Greenville, TX 75401

To contact Ugo Ginatta: phone 214.654.9501 ext 110, [www.paciugo.com](http://www.paciugo.com), or email [ugo@paciugo.com](mailto:ugo@paciugo.com)

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