



The ethical Chef Days



Audi

CARE's 2017 Salina, 21-24 May

SUCCESSFUL CONCLUSION TO SUMMER EDITION

The world of cuisine is increasingly aware of its intentions and its dishes. The chefs demonstrated this, preparing dishes with 90% Sicilian ingredients, using freshly picked herbs from the island's market gardens or Red Prawns from Mazara for the dinner recipes. The sustainability of our future food and the planet is bound up with the sea and the land, with more conscious choices and less exploitation. The chef is an artisan who needs to know how to make the most of the products (local ones) in the kitchen. This was all discussed at Care's, becoming a philosophy and an attitude of chefs and participants.

Salina (ME), 24th May 2017

The first 2017 summer edition of "CARE's The Ethical Chef Days" came to a successful conclusion. The event was conceived by **Norbert Niedekofler** and **Paolo Ferretti** with the chef **Giancarlo Morelli** who summoned the world of international ethical cuisine to the charming **island of Salina**, a verdant island full of energy, connecting the sea and the mountains, where silence reigns and hospitality is sincere and spontaneous.

The event, which arrived from Alta Badia for its first summer edition, involved the whole island, **18 international chefs, 30 journalists and 16 speakers** (for three talks) and once again achieved its goal: "CARE's! is about concern for the environment in which we live, beginning with food and nutrition.

"Once again CARE's has been an occasion for exchange and interaction, starting from the culture of food, of cooking, or better from international haute cuisine, moving towards new professional horizons oriented towards sustainability," said Paolo Ferretti, concluding: "The island and the

weather fostered human relations and dialogue, such as that between fishermen, coastal authorities and protectionists..."

For this summer edition we sought to create more interaction between the chefs, journalists and partner companies, opening events to all guests. Special mention should go to the **showcooking & lunch** during which the chefs successfully whet the palates of the public with their powers of description and hands-on cooking skills along with the assistance of the spectacular scenery surrounding them.

There were also successful **talks on three topics dear to Care's: Land, Sea and Energy**, the latter presented by Audi, title sponsor of the event. These talks offered many points for reflection: **"Ethics and Food, first and foremost: what does it mean to be ethical when it comes to sustainable nutrition? There are contrasting opinions, and the exchanges between the experts – as in the three round tables held at CARE's, at the Malfa Conference Centre, were undoubtedly useful and stimulating and indeed may already form the starting point for the next winter edition (the third) in Alta Badia, from 21 to 24 January 2018,"** explained **Paolo Ferretti** at the close of this first summer edition.

The conferences also highlighted **the issue of the Zero Kilometre**, which for Noto pastry chef, Corrado Assenza, is a **Good Kilometre**: *"The chef is the end of the chain, so the luckiest one in the chain. And talking about luck, Sicily embodies that, being a land that offers quality products, from citrus to almonds, to pistachios, to cheeses, and meat,"* said Assenza, who continued: **"Chefs are artisans, who when using modern techniques need to respect local traditions. A sustainable chef should help local microeconomics and make ethical choices about products brought into the kitchen. Good Kilometre (not Zero) is travelling the kilometres necessary to find the right artisan in synergy with this philosophy of quality."**

The talk on the SEA then emphasised the vital importance of this element for our environmental and nutritional future. **The sustainability of the seas takes place through a conscious choice of products, which is difficult but necessary.** It is about how to eat fish and what to eat and how to protect the seas and the fishing industry.

Mariasole Bianco, a biologist expert in the conservation of the marine environment, scientist and environmental populariser, explained to the conference: *"Fish is the only animal product that doctors say we must eat more of, salmon and tuna for example. This is why demand will grow exponentially and, consequently, to meet demand, local fisheries should be supported and industrial fishing should be more sustainable."*

Then a mention should go to the innovative and disruptive look at the **FUTURE** in the talk by **Domenico Fucigna** (President of TEA Trends Explorer). For him the *green trend* involves all environmental and agricultural sectors, with the **5 Fs of Food, Feed, Fuel, Fibre, and Forest**.

Sicily triumphed in the kitchen **accounting for 90% of the ingredients used**, with the **capers** and much of the **fish** coming from Salina itself, including the Alalunga tuna, which starred in the master class on the processing of raw fish. Chef **David Kinch** from California was enthusiastic about the location and honoured to be in Salina, explaining that sustainability is a practice that he applies every day in his restaurant even though it is not the only challenge. *"The ocean - he said - is our identity and also that of my restaurant. I prefer to ensure that we respect the rules rather than*

introduce new ones. The Pacific Ocean, which I come from and that faces onto my restaurant, was emptied by illegal fishing but then reborn, thanks to targeted environmental policies."

At Salina **Kinch** gave best expression to this concept by cooking a local Alalunga tuna slightly smoked and accompanied by a puttanesca sauce with strawberries and capers. Then Japan's **Tokuyoshi** instead chose some leaves from the island's vegetable gardens, while the three-star chef **De Mangeleer** used the Mazara Red Prawns with red turnips and raspberries in his "La Vie en Rose". **Morelli** created a true Sicilian concentrate in the "Steamed sandwich of Salina capers, bottarga (mullet roe), roast aubergines and cherry tomatoes, and seafood mayonnaise, while pastry chef **Tortora** gave people a taste of an intense "Canederlo with Tierra Coffee! Lavazza and ricotta, pistachio, lemon and capers."

All the chefs contributed a creative take on the spirit of this summer edition of CAREs by incorporating local ingredients and products into their recipes, however distant and different, once again confirming the motto "**Ethics and Food**" in the importance of protecting the environment and our lives. Norbert Niederkofler was also fully satisfied with this edition in a land so different from South Tyrol. "All invited chefs hit the mark with dishes made from Sicilian ingredients, giving full expression to the CARE's concept. We were also trained and educated, learning that some fish are not to be put on the menu because they are over-exploited and knowing this, it will be easier to explain our selection to our customers."

With **CARE's Social Responsibility Award**, sponsored by Marchesi 1824, we wanted to invest in an increasingly sustainable food and environmental future by awarding a food ethics research scholarship.

The prize was awarded on the closing evening to **FRANCESCA IURLARO**, a Ph.D. student in International Legal Theory at the European Institute University in Florence. She will use this contribution to carry out research and write an academic article on CARE's – also inspired by Norbert Niederkofler's "Cook the Mountain" project on an "Ethical Food Theory".

Lorenzo Bertelli of **Marchesi 1824** presented the award explaining that this edition was orientated towards research: "*If last winter we helped a farmer struck by the earthquake, this time we went in the direction of the young, and a philosophical project in that philosophy is considered the first of the sciences, and also studies ethics that in turn also studies morals. So we wanted to give the award to someone who has decided to make a scientific study of ethics from the point of view of food.*"

CARE's has thus confirmed a philosophy increasingly shared and implemented from Italy to the US, an attitude that makes limits a conscious, ethical, sustainable but above all tasty choice.

So until we meet again, increasingly ethical and sustainable, in 2018!

CARE's - The ethical Chef Days is a project conceived by **Norbert Niederkofler**, starred chef of Ristorante St. Hubertus (Hotel Rosa Alpina in San Cassiano) and **Paolo Ferretti**, owner of the hmc communication agency in Bolzano, with the contribution of **Giancarlo Morelli**, starred chef and owner of the Pomiroeu in Seregno.

The 2017 edition in Salina was created with the support of **Audi**, as *title* sponsor, of **Monograno Felicetti** and **Salina Isola Verde** as *main* sponsors, in addition to **Ferrari**, **Lavazza**, **Marchesi 1824**, **Miele**, **Pompadour**, **S. Pellegrino & Acqua Panna** and **Stone Island**.

The layout of the stage and the speakers' seats was handled by **Molteni & C | Dada**.

For the Press

PIZZININI/SCOLARI
COMUNICAZIONE

and cares2017@pizzininscolari.com

- **Antonio Lodovico Scolari** +393384033738
- **Mirta Oregna** +39 3387000168
- **Axelle Brown-Videau** +39 3387848516