



APCIUS – INTERNATIONAL SCHOOL OF HOSPITALITY
SAS – SCHOOL OF ARTS AND SCIENCES

SCHOOL OF HOSPITALITY / FOOD AND WINE STUDIES / LIFE STUDIES AND HUMAN SCIENCES

DEPARTMENT OF Restaurant, Food, and Beverage Management / Food and Culture / Environmental Studies

COURSE TITLE: THE ITALIAN FOOD INDUSTRY: FROM FARM TO TABLE

COURSE CODE: HPFBSF250 / FWFCSF250 / LSESSF250

3 semester credits

1. DESCRIPTION

Considering the renewed global interest in local sourcing and the growth of Km0 practices (locally produced), the study of sustainable food systems is an essential component in the education of an ethically-minded food industry learner. The course takes its cue from the Italian example based on regionalism and the table as an expression of local territories, and how these factors have influenced the national food industry. It analyzes the industry and the production of food (fish, meat, dairy, fruit, vegetables, and grains) and focuses on packaging, traceability (labels), and distribution while exploring the social aspect of the food supply chain. Sustainability principles will be analyzed, as well as case studies in Italian food and beverage service and retailing. A strong focus is placed on seasonality, food policies, and food education. The course objective is to provide students with a solid conceptual framework in order to analyze the Italian food industry and the food production system from a sustainable perspective. Through the understanding of the broader concept of sustainability, students will be able to explore the social, economic, and environmental implications of food production and consumption and to identify the global threats in terms of public health. Students will develop critical skills by analyzing sustainability as active citizens, consumers, and entrepreneurs. The analysis and rethinking of economic, social, and agricultural alternatives in the current food production system will also be developed. Lectures will be complemented by visits, food tours, tastings, and cooking labs.

2. OBJECTIVES

The course objective is to provide students with a solid conceptual framework in order to analyze the Italian food industry and the food production system from a sustainable perspective. Through the understanding of the broader concept of sustainability, students will be able to explore the social, economic and environmental implications of food production and consumption and to identify the global threats in terms of public health. Students will develop critical skills by analyzing sustainability as active citizens, consumers, and entrepreneurs. The analysis and rethinking of economic, social and agricultural alternatives in the current food production system will also be developed.

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought

processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK:

Pollan M, *The Omnivore's Dilemma: a Natural History of Four Meals*, Penguin Press, 2006 ISBN 9781408812181.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

(Books listed below are available in the FUA-AUF library)

Dresner, S., *The Principles of Sustainability*, Sterling VA: Earthscan.

Smith, A. - MacKinnon, J.B., *Plenty. Eating Locally on the 100-mile Diet*, NYC, Random House/ Three Rivers Press

Roberts, P. *The End of Food*, Mariner Books, 2009.

Schlosser, E., *Fast Food Nation*, Gardners Books, 2009

Barrientos, S. - Dolan, C. (eds), *Ethical Sourcing in the Global Food System*, Sterling VA: Earthscan. (2006)

Petrini C., *Terra Madre*, Chelsea Green Publishing, 2010

Rifkin, J., *Beyond Beef: the Rise and Fall of the Cattle Culture*, Plume, 1993.

Vandana Shiva, *Stolen Harvest: the Hijacking of the Global Food Supply*, Ecology and Green Politics Series, South End Press, 2000.

Hesterman, O.B., *Fair Food*, Public Affairs, 2011

David E., Child J., *Italian Food*, Paperback, 1998

Parasecoli, F., *Food, Culture in Italy*, Greenwood Press, CT 2004

Roden C., *The food of Italy*. Vintage, London 1989

Mueller T., *Extravirginity*, Atlantic Books, 2012

Ganugi G., *Cheese*, Mc Rae Books 2001

Romanelli L. - Ganugi G., *Olive Oil*, Mc Rae Books 2001

Williams – Sonoma, *Essentials of Italian*, Oxmoor House, 2007

Cloutier M. - Adamson E., *The Mediterranean Diet*, Avon Books, 2004

Wardlaw G., Smith A., *Contemporary Nutrition*, McGraw Hill, 2009 (7ed.)

ADDITIONAL SOURCES:

Monthly magazine:

- Firenze Spettacolo: the guide for all events in and around Florence. It shows, events, restaurants, bars, cinemas, theaters and a lot more...

Regional touristic Web-sites:

- Ristorante tipico: www.ristorantetipico.net

- Regione Toscana: <http://www.regione.toscana.it/>
- Provincia di Firenze: official website <http://www.provincia.firenze.it/>
- Comune di Firenze: official website <http://en.comune.fi.it/>
- Piramide alimentare toscana: <http://www.regione.toscana.it/piramidealimentare>
- Museum Firenze com'era <http://www.museicivici-fiorentini.it/en/firenzecomera/>
- <http://www.turismo.intoscana.it/intoscana2/export/TurismoRTen/>
- Diladdarno (sito ufficiale): <http://www.diladdarno.it/index-eng.asp>

Historical stores in Florence:

- Historical stores: <http://www.esercizistorici.it/>

Historical Bar and Restaurants in Florence:

- Gilli: <http://www.gilli.it/>
- Paszkowski: <http://www.paszkowski.it/>
- Pegna: <http://www.pegna.it/>
- Vivoli: <http://vivoli.it/>
- Carabe: <http://www.gelatocarabe.com/>
- <http://www.turismo.intoscana.it/>
- Process: http://www.antinori.it/eng/attorno_al_vino/procacci.htm
- Il Latini: www.iltatini.com

Slow Food: the international organization involved in food awareness, reviving and sustaining local and artisanal food production, food education:

- Slow Food Toscana <http://www.slowfoodtoscana.it/>
- Slow Food Firenze <http://www.slowfoodfirenze.it/>

Wineries:

- Antinori(English):<http://www.antinori.it/eng/>

LIBRARIES IN FLORENCE

The FUA-AUF library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation: www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

Students are expected to wear the apron provided by the institution.

Should students wish to store materials or equipment, lockers are available with a deposit (given back after returning the key).

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

30% Class Participation and Assignments

20% Midterm Exam, Field Learning project (if applicable), Special/Research Project (if applicable)

20% Final Exam

20% Paper/Project

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C-=70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the FUA-AUF academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

On the second absence the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the third absence the instructor may lower the final grade by one letter grade. (Example: Final grade average of 93% or A will become a B).

The fourth absence constitutes automatic failure of the course. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is always the student's responsibility to know how many absences he or she has in a course. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

The **Participation and Assignments** account for the 30% of the final course grade.

Assignments

1. Students will prepare a research project on “**Different agricultural methods in the years 2000: analysis and comparison of the different consequences on the environment.**” This assignment is DUE BY LESSON 6
 - Format: topic, length, guidelines will be provided in the course website.
 - Material for research will be available in the FUA-auf Library in Corso Tintori 21.

2. Sustainability Venues

Students will be given a list of sustainability venues in the city. The assignment consists of visiting 1 of them and write a reflection paper following the guidelines given by the professor. This assignment is DUE BY LESSON 10

- Format: topic, length, guidelines will be provided in the course website.
- Material for research will be available in the FUA-AUF Library in Corso Tintori 21.

The final **Paper/Project** accounts for 20% of the course grade.

“My Waste”: This is a group project. Students are asked to record the items purchased during an average shopping session for food, list the quantity of non-food waste these items produce and analyze the environmental impact of their choices on a weekly basis. The analysis must be followed by a reflection on how to improve one's own behavior. Each group will present the project in class.

- Format: topic, length, guidelines, and due date will be provided in the course website.
- Material for research will be available in the FUA-AUF Library in Corso Tintori 21.

The **Midterm** exam accounts for 20% of the final course grade. For exam time and date consult the course website.

The **Final** exam accounts for 20% of the final course grade. For exam time and date consult the course addendum.

The time and date of the exams cannot be changed for any reason.

- Midterm and final exam composition will be provided in the course website.

12. LESSONS

Lesson 1	
Topic	<p>Introduction and course overview</p> <p>Introduction to the syllabus and used materials. Information on assignments and exams.</p> <p>Definition of sustainability</p> <p>Food <i>security</i> & food <i>safety</i>: analysis on the importance of food for present and future civilizations</p> <p>Introduction to Italian Gastronomy - The role of food in Italian traditions and the Italian approach to food as a <i>convivial pleasure</i>.</p>
Objectives	Become familiar with the main concepts concerning sustainability - Understand the environmental, social and economic aspects of sustainability – Become familiar with the main features of Italian Gastronomy - Understand the role of food for Italian culture.
Assignments	<p>Pollan, M., In Defense of Food, 2008, pp. 19 – 26</p> <p>Petrini C., Slow Food Nation, 2005, pp. 1-4, 35 – 39</p>
Additional readings	<p>Dresner, S., The Principles of Sustainability, (2002), pp. 1 – 5</p> <p>Petrini C., Slow Food Nation, 2005, pp. 6-28, pp. 40 – 44</p> <p>The Omnivore's Dilemma pp. 1 – 11</p>

Lesson 2	
Topic	<p>The culture of seasonality and local production in Italian tradition</p> <p>Overview of the social and cultural aspects of typical Italian food products - Italian/European quality certifications: how do they work and what do they guarantee - Special focus on the significance of regional products, and the meaning of DOC, DOCG, IGT, IGP certifications and Slow Food presidia</p> <p>Slow Food movement: not just a “reaction”</p> <p>History of Slow Food and Terramadre - The purposes of Slow Food Presidia - Slow food motto: “Good, clean and fair”.</p>
Objectives	Understand how genuine, seasonal and local ingredients are advantageous from many different points of view - Become familiar with reading labels: identify elements and ingredients - Distinguish among the different designation of special products in Italy - Learn the history of Slow Food movement and the project Terra Madre - Understand how Slow Food wants to change the world starting from gastronomy.
Lab	<p>Tasting - Slow Food Presidia protected products</p> <p>Mortadellina di Prato - Confettura di Fragoline di Ribera e Sciacca – Montèbore</p>
Assignments	<p>Pollan, M., In Defense of Food, Penguin Books, 2008, pp. 27-40</p> <p>Petrini C., Slow Food Nation, 2005, pp. 55-88</p>

Additional readings & resources	<p>Pollan M, The Omnivore's Dilemma: A Natural History of Four Meals, 2006, pp. 15 – 23</p> <p>Dresner, S., The Principles of Sustainability, (2002), pp. 42 – 45 , 50 – 52, p. 66</p> <p>Petrini C. - Padovani G., Slow Food Revolution, 2005, pp. 163-174, 217 – 267 www.fondazione Slow Food.com / www.dop-igp.eu</p>
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Lesson 3	
Topic	<p>“New” trends in Italian food habits</p> <p>“Zero-km food” - Re-discovering old traditions that enhance seasonality and a responsible attitude towards sustainability - <i>Local food</i> as the social reaction to mass distribution and flavors standardization - The natural attitude for food <i>hunting</i> - The change of food shops and local markets.</p> <p>Introduction to kitchen tools and equipment - Culinary terminology - Reading a recipe.</p>
Objectives	<p>Understand how globalization has contributed to the creation of a counterculture - Become familiar with the reasons for choosing local food: a matter of quality and sociological implications - Learn the role of <i>local</i> or <i>Okm</i> food in contemporary society and gastronomy - Understand why food habits change with time</p> <p>Become familiar with ingredients, quantities, measurements, basic cooking skills and vocabulary.</p>
Lab	Crostone di pane toscano con fagioli cannellini e cavolo nero (Fall - Spring) / Crema di zucchini, menta e ricotta di pecora della Fattoria Corzano e Paterno (summer) - Verdure al sugo dell’orto.
Assignments	<p>Petrini C., Slow Food Nation, 2005, pp. 96-113</p> <p>Pollan, M., In Defense of Food, Penguin Books, 2008, pp. 147-161</p>
Additional readings	<p>Pollan M, The Omnivore's Dilemma: A Natural History of Four Meals, 2006, pp. 32 – 50</p> <p>Dresner, S., The Principles of Sustainability, (2002), pp. 31 – 39</p> <p>Smith, A. - MacKinnon, J.B., Plenty. Eating Locally on the 100-mile Diet, 2008, pp. 1 – 18</p>

Lesson 4	
Topic	<p>Sustainable Wine - Tradition of Wine Culture in Italy</p> <p>Overview of the history of Italian wines - Wine culture in Italy: what does a glass of wine mean for Italians? - Focus on Tuscany: quality labelling, grapes varieties, winemaking techniques - The past, present and future of oenology - Can wine be a sustainable product? - How to balance advantages and issues of an ethical choice.</p>
Objectives	<p>Understand the role of wine in Mediterranean culture and Italian society - Learn the history of Italian wines and their path to excellence - Learn the different quality labels applied to wine production - Understand what the labelling systems certify - Learn production regulations according to different areas of Tuscany - Describe the general characteristics of the main grapes variety used in Tuscan oenology.</p>

Lab	Wine tasting
Assignments	Petrini C. - Padovani G., Slow Food Revolution, 2005, pp. 45-76
Additional readings	Pollan, M., In Defense of Food, Penguin Books, 2008, pp. 114 – 123 Dresner, S., The Principles of Sustainability, (2002), pp. 172 – 174

Lesson 5	
Topic	Food and health: how food industry affects our health. Food as the most important “medicine”: correlation between diet and diseases - Mediterranean diet foods and health - Sustainability of the food industry: impact on health, economy, environment - Impact of the concept of sustainability on contemporary gastronomy and nutrition. Class discussion on “trendy superfoods”: Can we define all trendy & organic nutritional foods as “sustainable”?
Objectives	Understand how food choices can influence health - Definition of epidemiology and chronic disease - Distinguish between mass and sustainable production of food - Understand the impact of contemporary food trends on the environment.
Lab	Tasting: superfood/ trend ingredients and sustainability. Food tasting dei prodotti (goji berries, semi chia, avocado) + class discussion: are they really sustainable?
Assignments	Pollan, M., In Defense of Food, Penguin Books, 2008, pp.101-136
Additional readings	Pollan M, The Omnivore's Dilemma: A Natural History of Four Meals, 2006, pp. 130-140 Cloutier, The Mediterranean Diet, (pp. 67 – 92).

Lesson 6	
Topic	Overview of agricultural methods: past, present and future Brief history of agriculture - Types of agriculture and their environmental, social and political impact - Definition of: conventional - GMO - organic - natural - bio-dynamic farming - Seasonality in the year 2000: cult and mirage.
Objectives	Learn the history and development of agriculture - Understand how agriculture has been exploited by man - Learn the differences among the different cultivation methods and their impact on the environment.
Note	Mid-term review
Field learning activity	Food Tour – Visit to a local urban farm

Assignments	Assignment on “Different agricultural methods in the years 2000: analysis and comparison of the different consequences on the environment” DUE
Additional readings	Pollan M, The Omnivore's Dilemma: A Natural History of Four Meals, 2006, pp. 140-180 Hesterman, O.B., Fair Food, 2011, pp. 77 – 92 Dresner, S., The Principles of Sustainability, (2002), pp. 69 – 76 Vandana Shiva, Stolen Harvest [...], 2000, pp. 79 – 92

Lesson 7	
Topic	Sustainability & innovation in agriculture: “new” trends and perspectives. The ability of combining tradition and innovation: a matter of passion and respect for nature.
Objectives	Become familiar with Italian farms that still have a natural approach to farming - Understand how an ethical choice doesn’t mean lower profit - Learn how innovation and tradition can share the same purposes.
Note	Mid-Term Exam
Lab	Tasting in class - Cheese tasting from a local farm
Assignments	Petrini C., Slow Food Nation, 2005, pp.215-226
Additional readings	Pollan M, The Omnivore's Dilemma: A Natural History of Four Meals, 2006, pp.140 – 158

Lesson 8	
	Break

Lesson 9	
Topic	Ancient wheat/grains varieties Grains as the main source of energy around the world since ancient times - The industrial evolution and variations of wheat: a constant and limitless breeding, with the only aim to increase productivity, but at what cost? - Survey of the ancient wheat varieties still available today - Modern VS “heirloom” wheat: focus on nutrition, flavor and gluten intolerance. A Traditional Tuscan Menu - Focus on tuscan “protected” specialties Farro della Garfagnana IGP, Fagiolo Rosso di Lucca Presidio Slow Food, Tarese del Valdarno Presidio Slow Food, Olio extravergine di oliva DOP Chianti Classico.

Objectives	Learn about the evolution of grains cultivation methods in the last century - Understand the environmental impact of modern grains cultivation - Identify the heirloom grains varieties available in Italy today - Consider the impact of modern grains on health - Understand the importance of “protecting” food against food industry modifications.
Lab	Zuppa di farro della Garfagnana con i Fagioli Rossi di Lucca e l’olio DOP Chianti Classico (Fall - Spring) / Insalata di Farro della Garfagnana, pomodori, fagioli rossi di Lucca ed erbe fresche con olio DOP Chianti Classico (Summer) - Uovo al tegamino con Tarese del Valdarno.
Assignments	Petrini C. - Padovani G., Slow Food Revolution, 2005, pp.114-118.
Additional readings	Pollan M, The Omnivore's Dilemma: A Natural History of Four Meals, 2006, pp. 169 – 173 Vandana Shiva, Stolen Harvest [...], 2000, pp. 21 – 36 Hesterman, O.B., Fair Food, 2011, pp. 93 – 110 Roberts, P. The End of Food, 2009, pp. 15 – 32

Lesson 10	
Topic	Social implications of industrial food production system Food policies and food education - What do we use to produce what we eat ? - How sustainability can impact peoples lifestyle.
Objectives	Understand the environmental impact of food productions - Identify the impact of our food choices - Understand the concept of food education VS consuming food compulsively.
Lab	Visit to a local sustainable food venue
Assignments	Pollan, M., In Defense of Food, Penguin Books, 2008, pp.182-201 Reflection paper on sustainable venue DUE
Additional readings	Pollan M, The Omnivore's Dilemma: a Natural History of Four Meals, 2006, pp. 173 – 184 Dresner, S., The Principles of Sustainability, (2002), pp. 129 – 138 Vandana Shiva, Stolen Harvest [...], 2000, pp. 95 – 116 Roberts, P. The End of Food, 2009, pp. 181 – 214

Lesson 11	
Topic	Ethical purchasing groups & Fair trade Ethical purchasing groups (<i>GAS in Italy</i>): the response to global economic model and mass distribution - The role of Italian GAS for the promotion of sustainable food production - Pros and cons Fair trade: promoting sustainable farming & helping producers in developing countries to have new opportunities, sell at fair prices and respect for the environment - The principles of World Fair Trade Organization - Fair Trade perspectives in Italy.

Objectives	Become familiar with the concept of <i>fair</i> food - Learn how food can impact the social network - Understand how food can become a social reaction to food standardization.
Lab	Visit to a local sustainable cooperative-shop / Fair Trade shop
Assignments	Petrini C., Slow Food Nation, 2005, pp. 135-144, 227-239
Additional readings	Pollan M, The Omnivore's Dilemma: a Natural History of Four Meals, 2006, pp. 158 – 169 Vandana Shiva, Stolen Harvest [...], 2000, pp. 21 – 36 Roberts, P. The End of Food, 2009, pp. 1 – 14, pp. 33 – 78

Lesson 12	
Topic	Water and life on earth: water availability and usage The importance of water for all forms of life on earth - Water sources: the water cycle - Water and food: impact of food production on water availability and water safety - Water footprint of food - Suitable solutions to use water responsibly in food industry and foodservice - Drinking water that comes from miles away: is it a sustainable behavior?
Objectives	Identify and classify different industries that use water for their productions - Understand the impact of food industry on the water cycle - Identify the risks of water pollution due to the abuse of pesticides - Realize how far the water we drink comes from.
Field learning activity	Survey of the origin of bottled water we commonly find in shops, bars and markets. Where does the water we drink come from? How far does it well up from where you are? The class will be divided in groups. The teacher will indicate the destinations of each group. Students are asked to gather information about the origins of bottled water and calculate the distance in km between the spring and Florence.
Assignments	www.gracelinks.org/1361/the-water-footprint-of-food www.unwater.org/water-facts/water-food-and-energy/ www.waterfootprint.org

Lesson 13	
Topic	Sustainability and waste management The impact of food consumption on the production of waste: packaging, shipping, storing - Waste production and foodservice - Waste production at home - Trash VS material: the value of source separation - How to produce less waste: reduce, reuse, recycle - Landfill VS recycling and composting.
Objectives	Understand how the food industry and foodservice are responsible for a majority of the waste production - Understand how we can reduce waste production by following simple rules - Learn how to control your own waste production - Understand the importance of composting and recycling.

Lab	Vision of a short documentary on waste production
Assignments	Class presentation - “My Waste” assignment DUE

Lesson 14	
Topic	What’s next? Proposals for sustainable solutions Active class discussion and review of the course topics for an analysis of the possible sustainable choices we all can make in our daily life - Food can be a pleasure <i>for all</i> , including the environment.
Objectives	Understand what we can do to reduce the impact of food production on the environment - Be able to make conscious proposals for new sustainable solutions - Share own sustainable-oriented choices and experiences with other members of the community
Lab	Frittata di patate - Ciambelline all'olio
Note	Final course review
Assignments	Petrini C., Slow Food Nation, 2005, pp.179-191, 240-245

Lesson 15	
	FINAL EXAM