



## WHO IS TASTE?



TASTE is an association of consumer citizens who seek to help the planet by only eating and drinking the very best that nature provides.

TASTE members know that the pleasures of the table are enjoyed most when grown and prepared naturally.

They know that our existence depends entirely on the sun and rain clouds over our heads, and the thin layer of soil at our feet.

They are concerned about the legacy industrial farming methods are leaving for future generations.

They believe that it is time to act to reverse the destructive paradigm of industrial and chemical agriculture.

They equate the taste of real food with real pleasure and know that the choices we make in what we eat have a direct impact on our health and the environment.

They know that the current market system makes it difficult to live a 100% organic existence, but this doesn't stop them from trying.

They are often confused by what appears to be conflicting information on this complex, far-reaching subject, but are keen to learn.

They also like to cook ...





## TASTE EVENTS, ACTIVITIES & CERTIFICATION



### TASTINGS...

Seminars and socials events featuring regional products and blind comparative food and wine tastings.

### ARTS...

Of the table, of sharing, discovery, cooking, farming and celebrating the art of living.

### SERVICES...

Conscious choices defending real food and real flavours; services to promote understanding and knowledge about alternatives to agro-business.

### TRAVEL...

Wine and gastronomic tours with cultural themes to anchor "*terroir*" and spirit of place with tastes and flavours.

### EVENTS...

A broad range of thematic dinners, public food and wine events, cultural action, eco-fashion, organic cosmetics and household cleaning products awareness and eco-artistic events to promote sustainable environmental practices.

TASTE is a non-profit association.

Its scope is intentionally broad so that its members can intervene at many levels on questions concerning the future of food and the health of the planet.

Its fundamental belief is that there is a growing need for both direct and indirect action to defend natural food practices.

Though politically engaged, it is primarily about celebrating and living solutions rather than condemning problems. Activities range from group tastings and gastronomic touring to cultural and artistic events.

TASTE provides product certifications. TASTE labels identify foods and wines that have real taste and are produced in sustainable, eco-conscious ways.

