

Slow Food Around You – Discover Biodiversity (Italy)

Organisation: Slow Food Italia

Geographical scope: Italy

Target users: Consumers, citizens, tourists, local producers.

Overview

Slow Food Around You is a free mobile application developed by Slow Food Italia to promote local food heritage and agrobiodiversity. The application allows users to discover producers, restaurants, markets and agrobiodiversity initiatives located near their current position or a selected destination.

Main functionalities

- Geolocated search of producers and biodiversity initiatives;
- Information on restaurants, agritourism businesses and local markets;
- Direct access to producers' contact details;
- Personalised itineraries and favourite locations;
- News, events and educational content.

Contribution to biodiversity-based food marketing

The application increases the visibility of biodiversity-based products by connecting consumers directly with producers and local food initiatives. Beyond facilitating product discovery, it promotes food tourism, consumer awareness and engagement with local food networks.

Strengths

- Free access;
- Strong focus on biodiversity and local food heritage;
- User-friendly geolocation features;
- Integration of educational and promotional content.

Limitations

The platform mainly covers initiatives belonging to the Slow Food network and is currently limited to the Italian context.

Website

<https://www.slowfood.com>

User guide

<https://www.slowfood.com/be-part-of-the-change/im-a-food-producer/>

Languages : English, French, Spanish, German, Portuguese, Russian, Arabic