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## ETHICS AND BUSINESS IN FOOD: A ROUND-TABLE EVENT WITH YOUNG ENTREPRENEURS IN MEXICO CITY

On December 10, 2016, Italy's **University of Gastronomic Sciences** (UNISG) will co-host "Mexican Gastronomic Culture: Ethics, Business and Food," a round-table discussion to be held at **Camelia Bistronomía** in Mexico City. A diverse panel of young entrepreneurs will offer their perspectives on how to run a locally focused business while adhering to best practices from around the world. The event is organized in collaboration with **JCRedon**, a multivalent food business operated by UNISG alumnus José Carlos Redon. This event also marks the inauguration of UNISG's **Eco-Gastronomy Project**, a fourteen-country knowledge-exchange initiative about food culture.

The round-table panelists include:

- José Carlos Redon, proprietor, JCRedon (Camelia, Bueno Bonito Bistrot, Teotlacualli)
- Martha Irene Jiménez Morales, nopal producer, Milpa Alta, DF
- Arnulfo Melo Rosas, milpa farmer and health promoter, Milpa Alta, DF
- Edgar Delgado Rodriguez, Executive Chef, U.S. Embassy, Slow Food Chef Alliance
- Alfonso Rocha Robles, Slow Food México, Slow Food International Councillor
- Eduardo Correa Palacios, Slow Food Youth Network México
- David Szanto, Professor-at-Large, University of Gastronomic Sciences

Following the discussion, an informal networking and Q&A session will be held, allowing attendees and panelists to interact, pose questions, and share stories about ethical gastronomy one-on-one. Food specialities from Camelia and JCRedon will also be on offer, allowing the central subject to be consumed, and not just discussed.

Coordinated by UNISG's professor-at-large, Dr. David Szanto, the Eco-Gastronomy Project will visit fourteen different countries around the planet. At each stop, Dr. Szanto and local partners will collaborate on the development of an ecological-philosophical vision of food, gathering local success stories and best practices, and then sharing them worldwide. Future events will take place throughout 2016, in Singapore, Edinburgh, Oslo, Quito, Minneapolis, Istanbul, Montréal, Tel Aviv, and Sydney.

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Event: Mexican Gastronomic Culture: Ethics, Business and Food

Location: Camelia Bistronomía, Río Pánuco 32, Col. Cuauhtémoc D.F.

Date/Time: Thursday, December 10, 2015 @ 6:00 pm

Additional details: [www.unisg.it/ecogastronomy](http://www.unisg.it/ecogastronomy). Media contact: a.gomez@unisg.it.

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## BACKGROUND

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### WHAT IS ECO-GASTRONOMY?

Eco-gastronomy is a concept that views food systems through an ecological-philosophical perspective. It is an approach that merges the 'thinking-doing' of food (gastronomy) with an acknowledgement that when we think and do things with food, many different effects are produced. Sometimes these effects happen in real time, and sometimes later; sometimes they happen close to home, and sometimes further away.

Importantly, eco-gastronomy recognizes that food and food systems are made up of material elements, language and representation, and interactive processes. This means that any interaction with food can produce political transformations, environmental and social change, shifts in symbolic and conceptual meaning, as well combinations of all of these.

Eco-gastronomy is not limited to industry, or agriculture, or academia—it encompasses all food realms. It indelibly links food and humans, while bringing attention to the responsibility that all people have for the health and well-being of our food ways—producers, activists, cooks, academics, artists, politicians, and industrialists alike.

### UNISG AND DAVID SZANTO

The University of Gastronomic Sciences was founded in Italy in 2004 by Slow Food International. It offers undergraduate and graduate programs involving multi-experiential learning in classrooms, workshops, and in the field. The university's aim is to build academic credibility for gastronomy while acknowledging that learning about food takes place through the mind and body, the heart and gut, as well as through all of our senses. To date, nearly 2000 students from 75 countries have attended.

Dr. David Szanto was one of the first English-language master students at UNISG in 2005, going on to work for the school in communications and outreach, as an instructor and program director, and now as UNISG's professor-at-large. In 2015, he earned a PhD in gastronomy from Concordia University in Montreal (Canada), the first of its kind.