

TRADITIONS, TASTES, AND TABLES
OF EMILIA-ROMAGNA

May 15-20, 2000 • Modena and the Lombardy Plain

Sponsored by

PROVINCIA DI MODENA • REGIONE EMILIA-ROMAGNA

In collaboration with

Consorteria dell'Aceto Balsamico Tradizionale di Modena-Spilamberto • Consorzio Produttori
Aceto Balsamico Tradizionale di Modena • Consorzio Marchio Storico dei Lambruschi
Modenesi • Consorzio del Parmigiano Reggiano • Consorzio del Prosciutto di Parma • Consorzio
Modena a Tavola • Consorzio Modena nel Cuore • Modenatur

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An International Exploratorium

Organized by

OLDWAYS PRESERVATION & EXCHANGE TRUST • OLDWAYS ITALIA • COMUNE DI MODENA

PROGRAM AND SCHEDULE

Monday, May 15, 2000 *The Splendid Table*

All Day Delegates arrive at Bologna airport and transfer to hotel in Modena

6:30 **Official Opening and Welcome Reception at Modena Town Hall**

Official Welcome of Oldways Delegation

Giuliano Barbolini, Mayor of Modena

Introduction of Balsamica 2000

Mauro Battaglia, Director, Comune di Modena

Introduction of Exploratorium

K. Dun Gifford, President, Oldways Preservation & Exchange Trust

Orientation

Sara Baer-Sinnott, Executive Vice President, Oldways, presents Oldways Italia, the
team of the Symposium, and introduces Lynne Rossetto Kasper

Lynne Rossetto Kasper — Writer, Radio Host and Author, *The Splendid Table*, presents an overview of the cuisines of Emilia-Romagna

Gianni Cottafavi, Minister of Culture of the Comune di Modena, introduces the delegation to the historic Town Hall of the Comune di Modena

7:30

Buffet Reception

“Icons of the Cuisines of Emilia-Romagna”

A Buffet spotlighting the splendors of Emilia-Romagna’s culinary traditions, in the medieval “Sala di Rappresentanza” of the Town Hall

Evening on own

Tuesday, May 16, 2000 **The Town of Modena and the Mysteries of Aceto Balsamico Tradizionale di Modena**

8:00

Traditional Buffet Breakfast

Spring fruits, regional breads and coffee

8:30

Walking Downtown Modena ... with an Eye to Food

Leave from the Hotel Canal Grande and stroll informally through the grand arcades and porticoes of Modenese streets, just a few blocks to the Piazza Grande surrounded by its Palazzo Communale, Ghirlandina tower and Romanesque Cathedral. Visit the unique liberty-style covered market of Via Albinelli, which gives a first real sense of the wide array of local and fresh spring produce. Walk through the heart of the town past the City Hall to Via Farini where just few steps from the Ducal Palace, the oldest drugstore of the town (Giusti, 1598) with its incomparable selection of traditional products. Feel everywhere, the overwhelming sense of stepping back in time to an elegant and less hectic way of life.

10:30

Leave from Piazza Roma for Acetaia Malpighi

11:00

Visit to Acetaia Malpighi

Guided visit of Acetaia Malpighi and its gardens, where one of the finest Traditional Balsamic Vinegars of Modena is made. In the beautiful gazebo at the acetaia, Ermes Malpighi, Marco Costanzini (of the Consorzio Aceto Balsamico Tradizionale di Modena) and Dun Gifford will introduce us to the secrets of the production and aging of Aceto Balsamico Tradizionale di Modena. The session will conclude with a guided tasting by the Consorteria dell’Aceto Balsamico di Modena - Spilamberto.

12:30

Lunch in the Gardens of Acetaia Malpighi

“A Spring Picnic with Balsamico”

2:00 **Return to Hotel for a Mediterranean Siesta**

4:30 **Press Conference at the *Palazzo Ducale***

This splendidly ornate and elegant building was built in 1634 when Duke Alfonso D'Este II died without heirs and the Ferrara portion of his estate passed to the Vatican, leaving Modena and Reggio Emilia to his relatives. Cesare became the new Duke, and constructed this palazzo as their Court Palace.

It is now the headquarters of a prestigious Military Academy, which is the only institute in Italy to train officers for permanent careers in the Army.

7:30 **Gala Dinner at the *Palazzo Ducale* with Five Acclaimed Chefs**

“Signatures of Aceto Balsamico Tradizionale di Modena from Around the World”

Chefs:

Jean-Claude Bourgueil, Im Schiffshen Restaurant (Germany)

Yoshimi Hidaka, Acqua Pazza Restaurant (Japan)

Pierre Schaedelin, Le Cirque (United States)

Igino Massari, Chef Patissier (Italy)

Michel Troisgros, La Maison Troisgros de Roanne (France)

Two important prizes — the **Guida dell'Espresso** and the **Barilla** — will be awarded to featured chefs during the Gala Dinner.

Wednesday, May 17, 2000 ***Preserving the Traditions of Emilia-Romagna: An Oldways Educational Forum***

8:00 **Traditional Buffet Breakfast**

Spring fruits, regional breads and coffee

Oldways Educational Forum - “Will Traditional Artisan Foods Survive New Hygiene Rules?”

Palazzo Molza, offices of the Camera di Commercio di Modena (Via Ganaceto, 134)

9:00 *Welcome Remarks*

Giuliano Barbolini, Mayor, City of Modena

Introduction

K. Dun Gifford, President, Oldways Preservation & Exchange Trust

9:30 *Presentation*

“Current Status of EU Food Hygiene Laws for Traditional Artisanal Foods”

On. Vincenzo Lavarra, President, EU Agriculture Commission

- 9:50 *Presentation*
 “Cultural Integration, Market Globalization and Safeguard of Traditions”
Prof. Carlo Cannella, Director, Institute of Nutrition Science, FAO Center of Excellence for Quality, Food Safety and Nourishment, Università della Sapienza di Roma
- 10:10 *Presentation*
 “Aceto Balsamico Tradizionale de Modena as Culture, History and Traditions”
Francesco Sacconi, Gran Maestro Consorteria dell’ Aceto Balsamico Tradizionale di Modena - Spilamberto
- 10:30 *Presentation*
 “Laws Intended to Protect Aceto Balsamico Tradizionale di Modena and Its Market in Italy and Abroad”
Claudio Biancardi, President, Consorzio Produttori Aceto Balsamico Tradizionale di Modena
- 10:50 *Presentation*
 “A International Point of View of Tradizionale”
Lynne Rossetto Kasper, Author, *The Splendid Table*
- 11:10 *Coffee Break*
- 11:40 *Presentation*
 “Safeguarding Foreign Consumers against Misleading Publicity”
Leo Bertozzi, Director of International Marketing, Consorzio del Formaggio Parmigiano Reggiano
- 12:00 *Presentation*
 “Diverging Perceptions of US Consumers”
Ari Weinzwieg, Co-Owner Zingerman’s, Ann Arbor, MI; Author of specialty food books and newsletters
- 12:20 *Presentation*
 “Prosciutto and Its Legislation: Advantages and Drawbacks of Hygiene-Based Production of a Traditional Product.”
Giovanni Frati, Consorzio ParmaQualità
- 12:40 *Presentation*
 “Consumer Education and Consumer Demand for Quality Products: The Direct Links”
Nancy Harmon Jenkins, Food Writer; Author, *The Mediterranean Diet Cookbook*, *Flavors of Puglia*, and *Flavors of Tuscany*
- 1:00 *Presentation*

“Educating Consumers in Foreign Markets: The Lambrusco Story”
Patricia Guy, Writer for Wine Enthusiast, Decanter and wines & Vines

- 1:20 *Closing Remarks*
Alberto Mantovani, President of the Chamber of Commerce of Modena
Graziano Pattuzzi, President of the Province of Modena
- 1:30 *Lunch*
“Agricultural and Culinary Riches of Emilia-Romagna”
Buffet Lunch with foods from the mountains in the courtyard of the Palazzo Molza
- 3:00-6:00 **Optional Events**
- Guided Tour of the Historic Center of Modena
 - Visit to the Ferrari Museum and Maranello’s Test-Track Loops
 - Illuminated Manuscripts in the Biblioteca Estense of the Palazzo dei Musei
- 6:00 **Return to Hotel for a Mediterranean Siesta**
- 8:00 **Dinner at the Famed Fini Restaurant**
“An Authentic Modenese Dinner”
A dinner in the traditional Modenese style, hosted by the Fini family

Thursday, May 18, 2000 The Day of the Pig, Welcoming Honored Guests to the Kingdom of Prosciutto di Parma

- 8:00 **Traditional Buffet Breakfast**
Spring fruits, regional breads and coffee
- 8.45 **Depart for Parma’s hills above the Lombardy Plain**
Evidence of prosciutto dates to the Bronze Age, according to archeologists, while the earliest written evidence was left to us by the Celts, who popularized the practice of preserving fresh meat with salt. Preserved salted hams livened up the lavish Roman banquets of Trimalcione, while Roman armies fed salted pork to their legionnaires during long marches of the centuries of Roman conquests. This custom of salting precious pork meats was brought back to the Po Valley, presenting us today with the traditional wide selection of “porchette, prosciutto e salsiccie.”
- 10.00 **Visit to a “Prosciutto House” in Langhirano**
Educational session in Langhirano, high up in the hills outside Parma where the climate (neither too dry nor too humid, with plenty of breeze) is ideal for dry-curing the hams from “prosciutto pigs,” a cross between an English and a Danish breed.
- 11:15 **Visit to the Castle of Torrechiara**

This castle was constructed about 1450 by Pier Maria Rossi not only as a defensive structure, but also as a hideaway for the Lord and his lover Bianca Pellegrini, who are the central figures of the most passionate love stories of the Renaissance.

12:30

Lunch at “Locanda Della Moiana” in the Castle of Felino

The castle of Felino stands guard over its town of the same name, as it has since the Middle Ages, dating back to the 9th century. This town gained its fame at the outset of the 19th century as a center of fine “salami.” In 1822 Napoleon’s wife, Maria Louisa, Duchess of Parma, established the Market of Felino for its charcuterie.

Today Felino is associated with a special kind of flavorful slami. It houses a museum of 700 types of “museum breads,” a unique collection that is only possible because a secret recipe allows their preservation.

The Locanda della Moiana gets its name from the bell forged in honor of Ramuccio Farnese II.

3:00

Visit to Historic Parma

A guided tour of the Teatro Farnese, Duomo, Baptistry and the Chiesa Giovanni Evangelista

5:00

Concert with Selections of Verdi Music and details of the 2001 Verdi Festival

6:00

Free time in Parma

7:00

Passeggiatta in the Palazzo Ducale

The Landscape architecture of this grand garden park in the grounds of the palace of the Dukes was devised in 1560, and then expanded and revised in 1700.

7:30

Dinner

Restaurant “Santa Croce” by the Palazzo Ducale

Friday, May 19, 2000 Cheese of Choice: Secrets of Parmigiano Reggiano, Touchstone of Italian Cuisine

8:30

Traditional Buffet Breakfast

Spring fruits, regional breads and coffee

9:00

Depart for Reggio Emilia

Maso tells the gullibe Calandrino about the country of Bengodi: a place “where the vines are tied up with sausages , and there is a mountain of grated parmesan cheese; on top of this mountain people are doing nothing but making macaroni and ravioli, cooking then in caopn broth, and throwing them down below so that the more you catch, the more you get.”

The Decameron, Day 8, Tale 3, Giovanni Boccaccio, Venice 1544

- 9:45 **Visit of the Historical Center of Reggio Emilia and its Valli Theater**
 Reggio Emilia is famous for being the birthplace of the Italian three-color flag, which was adopted in 1797 during the Congress which instituted the “Repubblica Cispadana,” Italy’s first modern government. The Congress, attended by representatives of Bologna, Modena, Ferrara and Reggio Emilia, was inspired by the French revolution and these four cities were the first in Italy that refused the constraints of their governors.
- 11:00 **Depart for Montecchio**
- 11:30 **Visit to Casello di Aiola Dairy**
 A producer of Artisanal Parmigiano Reggiano
 Educational session with members of the Consorzio Parmigiano Reggiano
- 12:30 **Depart for Quattro Castella**
- 1:00 **Visit to the Venturini Baldini Dairy**
 A Countryside Lunch
- 2:00 **Depart for Modena**
 En route, visit to a cattle breeding farm of the Red Cows (Vacca Rossa or Vacche Rosse), the historic providers of milk for Parmigiano Reggiano, which a few years ago were on their way to extinction but are now being revived.
- 4:00 **Return to the hotel for a siesta**
- 7:00 **Cooking Demonstration and Dinner at the Villa Cavassa in Solara**
 A demonstration of making fresh egg pasta and a guided tasting of Lambrusco are the prelude to an evocative dinner in the beautiful Villa Cavazza, a carefully-restored villa on the Panaro River that is reminiscent of the villas on the Brenta River in Veneto.

Saturday, May 20, 2000 Putting It All Together

- 8:00 **Traditional Buffet Breakfast**
Spring fruits, regional breads and coffee
- 9:00 **Guided tour of Historical Center of Modena**
- 11:00 **Visit to the Agriturismo Villa Gaidello in Castelfranco Emilia**
 Demonstrations of classics of the Emilia-Romagna culinary heritage (such as tortellini) in a true “Oldways” atmosphere. Paola Bini has hosted food lovers (and “lovers!”) at her country estate since 1962, pioneering the way for what has now become trendy

“agritourism hospitality.” Mrs. Bini has invited local friends who are experts to give the cooking lessons with her, and Lynne Rossetto Kasper will comment.

1:30

Lunch at Villa Gaidelo

Enjoy the dishes of the traditional Emilian cuisine and relax in the beautiful garden. But beware of the male swan in Villa Gaidello’s little lake: he is the boss of the property!

4:00

Return to the Hotel

Opening of Balsamica 2000

Downtown concerts, tastings, and festivities of all kinds

7:00

Evening at the Palazzo Ducale in Sassuolo for a Meeting with Producers of Aceto Balsamico Tradizionale di Modena

The Palazzo Ducale di Sassuolo was the sumptuous summer palace of the d’Este family.