



Slow Food®

Slow Food at Domaine of the Portanière: a success!

Succes for Slow Food at the Portanière's Domain

I) A look back of the event



On 12 December, the 2nd edition of the Christmas market at the Domaine de la Portanière in Collobrières hosted the Slow Food event, organised by Forêt Modèle de Provence.

Around thirty producers from the Var region and craftsmen were present to offer their gourmet ideas for end-of-year meals, under a beautiful sun and an attendance of around 300 people over the day.

The aim of this event was to promote our region's terroir with conferences, visits to the estate and its products, as well as a tasting of products from the local producers' market.

The organisation was done in partnership with: the Fonds Epicurien, which aims to financially support non-profit projects, encourage entrepreneurship and create vocations on the theme of sustainable food in our region; the Region SUD Provence-Alpes-Côte d'Azur, the Département du Var and the Mediterranean Model Forest Network, from which the request for the organisation of such an event in our region came.

After the opening of the farmers' market at 11am, about 30 minutes later the first conference was held: Model Forest of Provence and its actions, by its general secretary Philippe Duparchy, as well as a presentation of the Slow Food Sud Convivium by its president Raoul Michel. The author of the book on the Brousse du Rove, Mayalen Zubillaga, was unable to attend, as she was in contact with a friend.



Born in Canada, the Model Forest concept is a response to the «unbridled» exploitation of the forest by foreign actors. The path followed by the actors gave birth to a method that allowed Canadians to take sustainable control of their forest. In 1992, at the United Nations Conference on Environment and Development in Rio de Janeiro (Brazil) - known as the «Earth Summit» - the concept and method were put to work for the planet, forming an international network and regional networks of model forests. In a model forest, people with different interests and views form a neutral partnership to achieve a shared goal through their actions: to manage their own natural resources in a way that takes into account their history, economic situation and cultural identity, and to ensure that future balances and generations are not jeopardised.

In 2008, the Provence-Alpes-Côte-D'azur Region embarked on this approach by becoming a co-founder of the Mediterranean Model Forest Network and facilitating the creation of an association under the 1901 law. This enabled the creation of a partnership composed of elected officials, institutions, foresters, territorial actors and representatives of civil society.



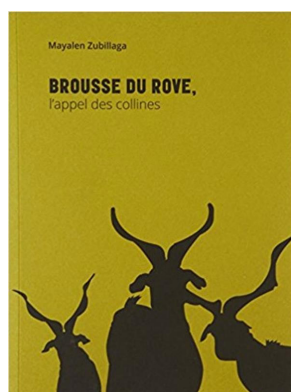
With the project to revalue forest areas by proposing management solutions adapted to the territory through the implementation of a programme of innovative actions located in a «showcase» territory of the Region.

The Objectives :

- **at the local and regional level**, by implementing concrete actions with demonstrative value in its reference territory, which is built around the massifs of the Étoile, Garlaban, Sainte-Baume and Maures (organisation of events, research and development in conjunction with universities and laboratories, planting programme, Art and Design Competition, etc.);
- **at the international level**, by exchanging experiences and cooperating with the model forests of the International and Mediterranean Networks, and with other entities allowing the development of relationships useful for solving the problems of the Provençal forest, in order to make its contribution to the sustainable development of forest landscapes in the Mediterranean, and in the world (currently involved in 6 European projects!).

Today, the land that welcomes us offers a magnificent setting, a lively and vibrant result of the commitment of several generations. It is in this environment that the Domaine de la Portanière initiative has made it possible to invite the Slow Food Convivium actors.

Raoul Michel presents the origins and dynamics of Slow Food, in particular the book 'La Brousse du Rove' and the dynamics surrounding it.





About 20 people attended the conference.

He cites Carlo Petrini who explained this approach with the refusal of 'junk food' as its starting point, but after a few years the existence of the 'movement' changed.

In the mid-1990s, he had the intuition that it was no longer enough to talk about gastronomy in the classical way, in the manner of the gourmet or the egotistical gourmand, which was not perceived by all. To deal with gastronomy by simply publishing or exchanging good recipes was becoming derisory when every day we were losing varieties of fruit and vegetables, food and roots.

Slow Food therefore began to fight to safeguard the diversity of cuisines around the world and the things that make it possible.

The overall goal is to correct the failures of the food system and to move towards diversified food systems based on agroecology. To achieve this goal, we want to :

- Raise public awareness and change consumption patterns
- Encourage more sustainable and ecological consumption patterns and diets, promote actions to change current policies;
- Change the production model - Promote the transition to agroecological food production;
- Change food policies at international, national and local levels - Strengthen the coherence of food policies.



In our region there are several Conviviums depending on the area (Convivium Région, Convivium in Nice, and a Slow Food Var in the making).

Our speaker then presented the initiative of a few farmers who developed a project around a local breed of goat that led to the creation of a PDO 'La Brousse du Rove'. The book was published with the support of the Fonds Epicurien.

Other examples were presented, allowing the very interested public to question and exchange with the speakers.

Forêt Modèle de Provence then organised the lunch based on seasonal, local and fresh products offered by the producers present:

- Swordfish caught the same day a la plancha accompanied by Camargue rice and a fresh salad
- Seasonal salad, pumpkin soup and dessert (semi candied figs with arbutus honey, chestnut cream with arbutus and locally produced kiwis).

A successful event, including the volunteers, exactly 91 meals were served!





The afternoon was marked by a 1.5-hour touring conference to discover the estate and its forestry heritage, including

- The history of the Domaine and its productions;
- Its current projects with Forêt Modèle de Provence (planting of 100 pistachio trees, among others);

Then, itinerant explanations on the species, in connection with projects:

- The cork oak: the rich industrial past of the Var region, the present of a sector that is struggling to revive itself, but the existence also of large-scale projects that we support. We also spoke about the cork oak in relation to fires and the importance of its biotope;
- The arbutus: all the interest of this species, pyrophilous, host of 2 butterflies: the Thecle and the Nymphale, with a maturity of its fruit and a late flowering allowing to bring contributions in a poor period;
- The pistachio tree, in connection with one of our European projects (Med'Lentisk, with Tunisia, Turkey, Greece, Sardinia, led by the International Association of Mediterranean Forests), and our development objectives: cosmetic research carried out with the University of Nice and the NissActive laboratory in Grasse, and a trial of production and marketing of hydrolate in connection with the Domaine de la Portanière;
- Heather, with the anecdote that its flower can be used in the composition of beer (and was before!).

We also discussed the use of local woods, Natura 2000 areas, Hermann's tortoise and its range.

The conference was led by Nicolas Plazanet (head of mission at Forêt Modèle de Provence) and Philippe Duparchy, its general secretary.





Organiser and venue of the event, the Domaine is located in the Var between Collobrières and Pierrefeu, in the foothills of the Maures.

13 hectares of vines are spread over the schistose slopes which come from the alteration of the primary rocks of the crystalline Massif des Maures.

Its south and south-west exposure ensures long sunny days.

Within the estate, there is also a large olive grove as well as an apple orchard, quite rare in our department, with 8 varieties of apples: Gala, Pilot, Golden, Reinette Grise du Canada, Chanteclerc, Breaburn, Fuji, Granny Smith.

La Portanière is set in a typical landscape of cork oaks, umbrella pines (with a magnificent driveway), heather, arbutus and pistachio trees. The estate is fully classified in the Côtes de Provence Protected Designation of Origin area.

II) Budget

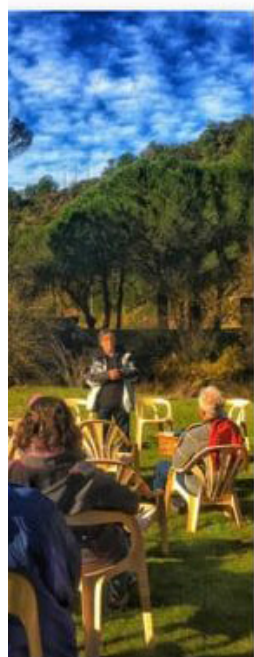
Expense items	Expense	Revenue items	Revenue
Animation (working time)	1 750	Fonds Epicurien	1 000
Meal costs : <ul style="list-style-type: none"> - Swordfish (13.4€ to 25€) - Market garden (seasonal salads, kiwis, etc): 106.2 - Miscellaneous (including dessert): 60 - Rice from the Camargue: 6,90 	508,1	Mediterranean Model Forest Network	1 000
Consumables (plates, cutlery, hydro-alcohol gel, etc.)	97,65	Self-funding	550,33
For the Slow Food stand, production of 60 jars of chestnut cream with arbutus	164,58		
Communication	30		
Total	2 550,33	Total	2 550,33

We can justify all the expenses noted in this table (all invoices have been kept).

III) Communication

1. Social network communication

On the Provence Model Forest website :
<https://www.foretmodeleprovence.fr/2021/12/02/slowfood>



SLOW FOOD **au domaine de la** **Portanière**

📅 15 décembre 2021

Un premier rendez-vous
SLOW FOOD Cet
événement a été fait à
l'initiative du réseau
Méditerranéen des Forêts
Modèles qui a demandé à
Forêt Modèle de Provence
d'organiser une journée
Slow Food. Après prise de
contact avec le convive
Sud Après échange avec
le Domaine de la
Portanière, adhérent à



SLOW FOOD : **2ème Marché de** **Noël au Domaine** **de la Portanière** **à Collobrières**

📅 2 décembre 2021

Marché de Noël et Slow
Food au Domaine de la
Portanière Le 12
décembre, la 2ème édition
du marché de Noël au
domaine de la Portanière
à Collobrières accueillera
l'événement Slow Food,
organisé par Forêt Modèle
de Provence. Une
trentaine de producteurs
varois et artisans seront
présents pour proposer
leurs...

Domaine of the Portanière website :
<https://domainedelaportaniere83.jimdo.com>

The link to the Facebook event :
<https://www.facebook.com/events/990436088201086?ref=newsfeed>



DIM 12 DÉC · 11:00

Marché de Noël - Dimanche 12 Décembre 2021

Domaine de la Portanière - 790 Route des Maures - 83610 Collobrières

Performance de l'évènement

c



Personnes touchées

5 304

+1 312 7 derniers jours



Réponses

133

+12 7 derniers jours

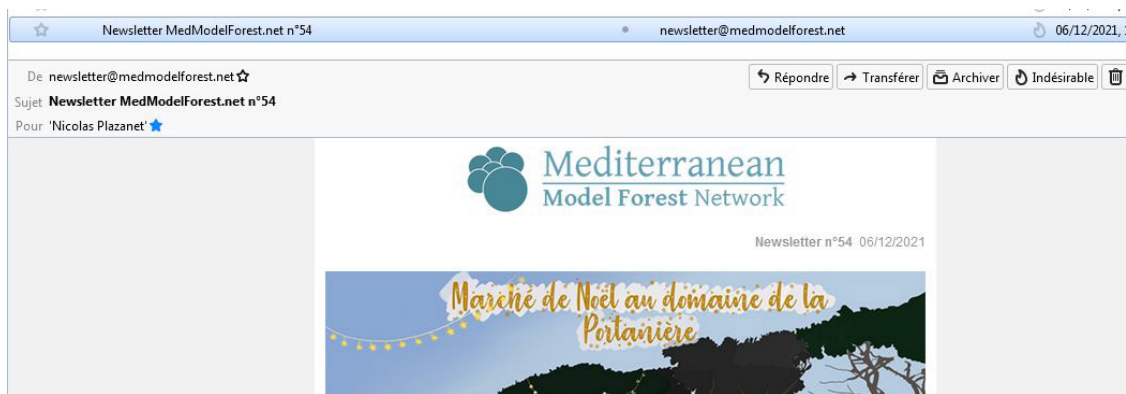
On social networks, the Domaine of the Portanière :



Also on the Provence Model Forest facebook, via several publications, including this one below (3702 people reached!):



Newsletter of Mediterranean Model Forest Network :



Forêt
Modèle
de Provence



Slow Food®

Le **12 décembre**, la 2ème édition du marché de Noël au Domaine de la Portanière à Collobrières accueillera l'événement **Slow Food**, organisé par Forêt Modèle de Provence. Une trentaine de producteurs

Opposite, the Provence Model Forest Newsletter, sent to just over 6000 recipients (20% opening rate), also addressing its European projects, below the event poster.





2. Media communication

Thanks to the press release, our initiative was relayed in the local and regional press, notably

TV83, Presse Agence, Var Matin, La Marseillaise (article and interview), etc.

mercredi 15 décembre 2021







ACCUEIL ACTU VAROISE ECONOMIE POLITIQUE CULTURE & LOISIRS SOCIÉTÉ MAGAZINE ▾


Home > Méditerranée Porte des Maures > Collobrières > Marché de Noël et Slow Food au Domaine de la Portanière

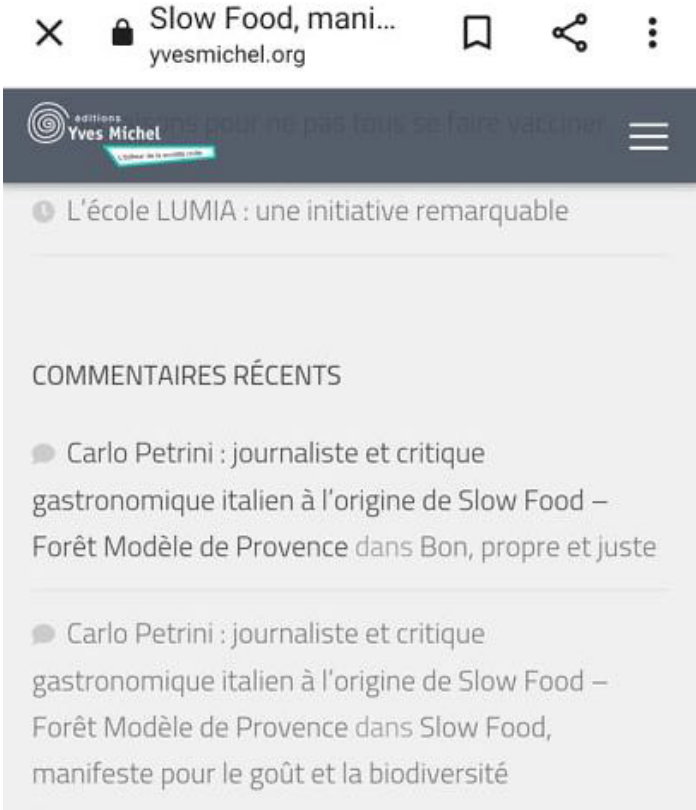
Méditerranée Porte des Maures Collobrières Magazine In vino veritas Var

Marché de Noël et Slow Food au Domaine de la Portanière

By TV83.info - Déc 7, 2021







01 Déc
2021

COLLOBRIERES : Marché de Noël et Slow Food au Domaine de la Portanière

Written by Floriane. Posted in LES NEWS DE PACA, VAR

[Le 12 décembre, la 2ème édition du marché de Noël au domaine de la Portanière à Collobrières accueillera l'événement Slow Food, organisé par Forêt Modèle de Provence.](#)

 [Print Friendly, PDF & Email](#)

Une trentaine de producteurs varois et artisans seront présents pour proposer leurs idées gourmandes pour les repas de fin d'année.

Cet événement a pour objectif de **valoriser les produits de notre région** avec des conférences, visite du domaine et de ses produits, ainsi qu'une dégustation des produits issus du marché des producteurs locaux.

L'organisation se fera en partenariat avec : le **Fonds Epicurien** qui a pour vocation de soutenir financièrement des projets à but non lucratif, encourager l'entrepreneuriat et créer des vocations sur le thème de l'alimentation durable sur notre territoire ; **La Région SUD – Provence-Alpes-Côtes d'Azur** et le **Département du Var**.

EN SAVOIR PLUS

 [Twitter](#)

 [Like 15](#)



La Marseillaise

S'ABONNER

SE CONNECTER

Société

Une journée sous le signe du slow food à Collobrières

Le domaine de la Portanière ouvre ses portes ce dimanche toute la journée, pour un événement autour du mouvement slow food avec un marché de producteurs locaux.

LAURA BOTELLA / COLLOBRIÈRES / 11/12/2021 | 06H20



Le domaine de la Portanière est un vignoble de 13 hectares, classé en AOC Côtes de Provence. photo dr (Domaine de la Portanière)

C'est au cœur de la forêt des Maures que se tiendra ce marché de Noël avec des producteurs 100 % varois et avec pour mise en abyme la devise du « slow food »

SUIVEZ-NOUS

**Fonds Epicurien**
1 400 mentions J'aime

 J'aime déjà

 Envoyer un message

**Fonds Epicurien**
il y a environ une semaine



Dimanche 12 décembre, Marché de Noël au Domaine de la Portanière.

Et présentation du Mouvement Slow Food organisé par Forêt Modèle de Provence.

Marché de Noël : Une trentaine de producteurs varois et artisans seront présents pour proposer leurs idées gourmandes pour les repas de fin d'année et valoriser les produits de notre région avec des conférences, visite du domaine et de ses produits.... [Voir plus](#)


Slow Food®



The list of relays on social networks and media is not exhaustive, but shows that we were able to communicate around this positive event for our territory and in connection with the projects and philosophy carried within the Provence Model Forest.

On the Model Forest of Provence site: <https://www.foretmodeleprovence.fr/2021/12/02/slowfood>

Domaine de la Portanière website:
<https://domainedelaportaniere83.jimdo.com>

The link to the Facebook event:

<https://www.facebook.com/events/990436088201086?ref=newsfeed>

Location of the Christmas market and Slow Food event:

Domaine de la Portanière,
790 Route des Maures,
83 610 Collobrières

Date and time :
Sunday 12 December, 11am - 5pm