



A Model for Slow Food Extension Based On Grounded Theory

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Abstract

The present study aimed to determine extension requirements for slow food (SF) and to provide a model for SF extension in Iran condition. The study employed the systematic approach of grounded theory for model development. The statistical population was composed of all key experts of SF extension of which 15 individuals were selected as the sample by the purposive sampling technique. Data were collected by semi-structured interview method and analyzed by the systematic approach of grounded theory through the three stages of open, axial, and selective coding. The reliability of the findings was checked by members matching and peer review. For members matching, four participants of the final report reviewed the first stage of analysis and the derived categories. The results of the analysis showed that 169 initial codes derived at the first stage of open coding were narrowed to 37 codes and were finally grouped into six categories. It was tried in the research to use SF extension experts' views to answer the question as to how a model can be presented for SF extension by grounded theory. This model is based on a rational pattern that includes the causes and factors underpinning SF, contexts, supporting conditions in the SF model, strategies, and consequences of people's lack of tendency towards developing an SF-based lifestyle. People's awareness and knowledge were emphasized by both previous research and the experts interviewed here. The results show that people's participation in decision-making has a significant impact on the SF model and all individual citizens should be covered by the training programs to reach sustainable food diets.

Keywords:

Coding; diets; food experts; quality research; slow food

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INTRODUCTION

Food is a primary component of human life because it is vital for the living and survival of humans and the daily nutrition habit of the people reflects the culture of the countries (Ngoc, 2013; Funabashi, 2018; Vidergar et al., 2021). Thus, food has cultural value and is a symbol of cultural identity and a picture of utopian realities (Wolde et al., 2020). Iran, with its climatic and cultural diversity and the existence of various agricultural and livestock products, has a high food diversity, but lacks a suitable pattern between production and consumption that is in line with the nutritional needs and health of society (Motlagh et al., 2015; Hadian et al., 2020)

Foodstuffs can represent local identity so that they are a key part of all societies and an inseparable component of most human activities including social eating, meetings, weddings, trips, events, and so on (Surenkok et al., 2010; Muhialdin et al., 2021). This food heritage or capital is the result of our ancestors' wisdom, experience, knowledge, and action in interacting with the environment and with the beliefs, customs, technological inventions, tastes, and attitudes of the people. Consequently, this heritage can encompass the most important material and non-material aspects of a culture (Timothy and Ron, 2013; Barrionuevo et al., 2018). Given the general and specific problems and challenges that were brought about by food regimes for societies and people, the Slow Food (SF) movement was founded by Carlo Petrini and some activists in the 1980s with the initial goals of defending local traditions, good food, marvelous joy, and slow living pace (Dumitro et al., 2016). SF is an international movement initiated in Italy and extended to many countries across all continents; it was established with the motto of 'good, clean, and fair' in 1989 (Sassatelli and Davolio, 2010; Willink et al., 2019).

The SF movement has not limited its target to just food, but it also considers the concept of slow life in contrast with the concept of the modern and very fast life. This emphasis on

slow life can lead to safety, health, environment, and global justice by standardizing the concept of culture (Andrews, 2008; Tencati and Zsolnai, 2012). In this setting, slowness implies global biodiversity and cosmopolitanism as much as it is a metaphor of local policies and a complicated philosophy that advocates local cultural heritage, local landscapes, and multifaceted culture of production (Leitch, 2012). As a result of this approach, organizations have adopted the concept of slowness in various forms. Examples include slow tourism, slow money, slow journalism, and slow architecture, all of which are based on the principles supporting local culture, biome, economic diversity, and finally sustainability (Nässén, 2017).

The main activities of the SF movement are focused on protecting food biodiversity, linking SF producers to SF consumers, and enhancing immediate awareness of the issues related to food systems (Baldereschi et al., 2014; Oshiro et al., 2021). The SF movement has distinguished itself from the past movements by pursuing a comprehensive approach for sustainability that considers not only producers but also consumers and distributors (Tencati, 2012). The advocates of SF support returning to traditional, local, and mainly organic production. The SF movement helps coordinate the relationship among people on the one hand and the relationship between people and the environment on the other hand (Jones et al., 2015).

A key element of the SF approach is training. People should be informed in order to make choices that will demand sustainable production from producers. These choices should be guided by three essential questions: 'Is it good? Is it clean? Is it fair?' – Three questions that are linked to efforts for sustainable agriculture (Mariani et al., 2021). Training is a factor of development and progress that allows extension agents and development experts to live with more awareness of preventive actions and with more wellness in their social environment (Becerril Angeles and Martines Castro, 2010). By training, people should be

provided with the necessary knowledge and skills to be able to make good eating choices and improve their health. So, it is of importance to develop plans from educational programs (Funabashi, 2018). Therefore, according to the above, the present study aims to determine the extension requirements for SF development and to present a conceptual model for these requirements. The consumption of healthy food can be promoted and the conditions can be provided for nutrition planning and management by being aware of the extension elements and components that influence SF, considering the health issues and chemical-free materials, and understanding the detrimental impacts of consuming genetically manipulated foods tuffs. According to this model, agricultural extension experts should perceive SF as a multidimensional phenomenon.

METHODOLOGY

The subject of nutrition and slow food is a multifaceted and complex subject, so that there is no consensus on its dimensions and elements. In order to better understand the complex and multifaceted issues such as the topic of slow food, we need to pay attention to the diversity of concepts of this issue from the perspective of different experts to reach a common chapter of related concepts. Achieving this depends on using a qualitative research approach. Therefore, according to the purpose and nature of this research, the research design consists of two parts: in the first stage, qualitative techniques have been used and in the second stage, quantitative techniques and data have been collected and analyzed. Due to the nature of the subject and the background of the research, in the qualitative research section, in-depth interviews with experts and focus groups have been used. In the second stage, the descriptive-analytical research method and structural equation modeling were used in the quantitative research section.

Population study

In a quantitative dimension, regular and standard methods (questionnaire) were used to collect information about the statistical population of the research (experts, managers of agricultural extension of the provinces). The sample of this research in the qualitative stage includes key knowledgeable people and experts in the pattern of slow food promotion requirements. Therefore, the sample studied in this section included experts who had a scientific background, related writings, or experts who had an executive background in relation to the promotion pattern of SF requirements. It employs the structured (Strauss) approach of grounded theory to explore the model and the interviewees' perceptions of the manner, causes, strategies, context, and consequences of the extension of the SF model. The studied sample is composed of key informants and experts of SF extension with relevant scientific backgrounds and publications and those with an executive background in the context of extension models. The sample was taken by the consecutive purposive technique. In the first stage, to get informed about the experts' opinions, 15 semi-structured interviews were conducted. In the second phase, a focus group was formed with eight initially-employed experts (key informants who participated in individual interviews).

Interviewing as a data collection method

Considering that in the present study, the number and diversity of interviews determined the statistical sample size (Jin et al., 2019), the interview process was performed in such a way that after each interview, the data were coded and analyzed. By identifying the dimensions proposed by the primary experts, these dimensions were followed up in subsequent interviews and continued until the findings were repeated and the new interviews did not have more knowledge to formulate categories.

Process of data analysis

Data were analyzed by the guidelines of

Corbin and Strauss (1990). It is composed of three steps – open coding, axial coding, and selective coding. In the first step of open coding, 169 initial codes were identified. After the repeated ideas were removed, they were reduced to 30 codes. In the second step of open coding, the similar codes were classified into 21 categories and a title was selected for each category that represented its whole codes. Categories have high conceptual power. In the axial coding stage, the concepts derived in the open coding stage are related to one another in a paradigm in the form of causal conditions, axial phenomenon, contextual factors, intervening factors, strategies, and consequences. In the selective coding stage, which is the primary stage of grounded theory, the axial category is purposively related to the other categories and the relations are narrated in the context of the model framework. The coding stages were performed manually. The reliability of the interview findings was checked by Cresswell's (2005) criteria. Four contributors to the final report revised the first stage of the analysis process and the categories extracted. Their recommendations were applied to the open and axial coding stages. At the peer debriefing stage, four experts reviewed the para-

digm resulted from the open and axial coding, and their supervision was used in model development. The model in the research was presented in the context of visual and narrative coding.

RESULTS

In this study, semi-structured interviews were conducted with 15 academic teachers and experts on slow food, extension, and education. Then, the interviews were transcribed, 169 initial codes were extracted in the first stage of open coding, they were classified into 37 axial codes (components) in the second stage of opening code, and finally, they were grouped into 6 main categories in the third stage of open coding. In the axial coding stage, the concepts derived in the open coding stage were related to one another within causal conditions, axial phenomenon, contextual factors, intervening factors, strategies, and consequences in a paradigm.

Research Concepts question: *What is slow food?*

Main research question: *What are the main components of the requirements for the extension of slow food?*

Table 1

The Categories Derived from Open, Axial and Selective Coding of the Slow Food (SF)

Main categories	Initial codes	
Slow food	Definition and concept of SF	The SF movement says that people should eat and drink slowly, spend adequate time tasting foods, and spend time with their family members and friends with no haste. SF is a food concept that is based on three important principles of being good, clean, and fair. SF is more compatible with human feelings and physic. The SF movement is a part of slow life. SF is not just an idea; rather, it is a social movement that accompanies the global fight against homogenizing induced by the globalization. To me, the SF movement means valuing one of the most essential human values, i.e., simple life. SF is the opposite of fast food and has requirements for lifestyle.
	SF as an economic, social, and political concept	It is dealt with as a social, political, and environmental phenomenon in the everyday life. The SF system believes that changing food systems is not possible merely by up-down policies. The promotion of healthy eating will reduce costs and will enhance the culture of local and traditional foods among the youth.
	Environmentally-friendly food	SF acts to protect biodiversity by protecting plant and animal species and traditional foods. SF trains people about 'environmentally-friendly food' aimed at calming their life. It deals with issues such as cultural and environmental diversity, food production sustainability, and the protection of the global environment.

Table 2
The Categories Derived from Open, Axial and Selective Coding of the Slow Food (SF) Extension Requirements

Main categories	Concepts	Initial codes
Axial phenomenon (SF extension)	Organizational structures of SF extension	Defining a unit in the organizational structure to promote SF, preparing infrastructure and organizational structure for strong promotion, access to SF extension infrastructure in agricultural jihad centers and training and research centers, assignment of organizational positions based on competencies, strengthening non-governmental SF extension institutions, stability of the organizational structure of extension and avoidance of organizational and physical displacements, support of non-governmental SF structures including families.
	Organizational policies of SF extension	Developing policies for decentralization, changing the view of the agricultural extension system from a centralized view to a holistic and participatory view, focusing on prioritizing the needs of the people in the field of SF, supporting agricultural policies towards organic farming in the SF movement and limited use of pesticides, policy-making on transgenic crops or seed improvement
	Human resources	Defining skill standards for extension agents; agricultural extension should organize human network for SF and enhance programs and methods for SF knowledge and skills; the extension system should train its human resources including experts, extension agents, and social workers about slow food. These forces can be effective in rural areas where there is greater potential for slow food.
	Budget	A commitment of government to provide a budget for SF services; financing research projects with the highest priority by the authorities; independence of the budget line of extension centers and agricultural jihad
	Organizational management of SF extension	Defining the necessary competencies for obtaining managerial jobs; more effective use of mass media; extension system in any public occasions, feasts, and celebrations can be planned to raise public awareness with the help of the elderly and famous people; the extension service should cooperate and interact with other ministries, including the Ministry of Health, the Tourism Organization, and the Ministry of Culture.

Table 3
The Categories Derived from Open, Axial and Selective Coding for Contextual Conditions

Main categories	Concepts	Initial codes
Contextual conditions	Use of tourism potential	By eating foods, the consumer actually helps the food manufacturer, packager, and marketer. The country has good food tourism potential.
	Existence of SF-active organizations and institutions	Food support organizations have grown and developed well in recent years. People's perceptions of healthy food support organizations have changed for the better. The nature of nature-friendly organizations and institutions is evolving
	Existence of food culture in the society	Cultural roots of the use of SF are fortunately good in our country, especially in the villages. Families eat collectively and place social and cultural values on it. Familiarizing people with local and healthy food and extending a culture of proper and healthy eating are the job of the rural and urban extension and education system, and this is good in institutions such as universities and schools. People's awareness of fast food is not bad in society and is increasing.

Table 4

The Categories Derived from Open, Axial and Selective Coding for Consequences of Slow Food (SF)

Main categories	Concepts	Initial codes
Consequences	Protection of the environment and biological species	SF aims to minimize soil degradation, eliminate harmful chemicals, and hinder their entry into the environment. The goal of the SF movement is to support local farming and consumption, which ultimately benefits the whole community. Proponents of SF believe that it is the future of food on this planet. It aims to promote animal welfare protection methods and life quality based on the natural rhythms, environment and consumer health. The SF movement supports organic farming and limits or eliminates the use of pesticides.
	Reduction of life expenses	In the SF movement, the goal is to support local farming and consumption, which ultimately benefits the community as a whole. Consumption of fast food causes great harm to the consumer and heavy costs to the community and public institutions. SF has economic, social and cultural functions and is effective in reducing the economic costs of living and nutrition. It also reduces food wastage.
	Healthy life	Promoting respect for the cultural diversity of the world without prejudice of any kind through exchange and comparison in a way that is beneficial to all. To maintain and improve health, lifestyle needs to be corrected. The SF movement is moving towards human health. The extension of SF directs people from mere consumers to responsible, active, and food-informed citizens in the field of food, nutrition and health. Promoting a different quality of life, based on respect for natural rhythms, the environment and the health of consumers.
	Disease prevention	Lifestyle is important mostly because it affects the quality of life and disease prevention. By choosing SF to maintain and improve one's health and prevent diseases, an individual can take actions such as following a proper diet.

Table 5

The Categories Derived from Open, Axial and Selective Coding for Strategies of Slow Food (SF)

Main categories	Concepts	Initial codes
Strategies	Holding festivals and workshops	Holding food festivals by the promotion and health system along with healthy nutrition education can be a good way to create a healthy eating habits among the people. The Fruit and Vegetable Markets Management Organization should hold this exhibition to promote and develop the culture of using healthy food. After years of holding exhibitions, the culture of organic product consumption is gradually gaining ground. Newspapers, magazines, writers, and local and non-governmental organizations can take different actions, e.g., public festivals and exhibitions.
	Enhancing public awareness	Extension service, as an educational and cultural institution, should use new nutrition approaches and methods to make people and social groups aware of their responsibility. It should also propose nutrition education programs both in schools and in universities and villages, along with new methods suitable for all ages. The extension service can plan to raise public awareness at any public even and on holidays and celebrations, and can also get help from elders and celebrities. The SF extension system aims to raise public awareness about the dangers of food homogenization and the need to protect endangered plant and animal species. Organizations like Agriculture Engineering System Organization, Extension Service, Food and Medicine Organization of Agriculture Jihad should be more active in the health of society and people.
	Using the potential of the Internet in education	Cyberspace is an important tool for promoting SF. Adequate investment is required for the hardware and software equipment in the Internet domain.
	Using local people's potentials and methods	Families should eat local and homemade foods that are mostly made of healthy vegetables and ingredients. Contests on the culture of easy cooking and cooking healthy and local food in rural and urban areas can be effective in promoting SF. People's participation in the field of food and nutrition from the promotion of breastfeeding to the global food trade can be helpful. In my opinion, using methods such as holding food festivals, exhibitions, and cooking competitions in villages, schools, and parks can be useful

Table 6
The Categories Derived from Open, Axial and Selective Coding for the Intervening (Supportive) Conditions of Slow Food (SF)

Main categories	Concepts	Initial codes
Intervening conditions (motivating and supportive policies)	Supporting extension and media programs	Newspapers should support creative people and role models in society. The government should use and invest in public media such as radio and television to promote and raise public awareness. Agricultural extension service should organize a human network for SF and promote relevant programs and methods in the field of knowledge and skills.
	Revising regulations	In terms of the law, the parliament and the government should support restaurants, tourism centers, and producers. The government should adopt and implement strong incentive policies. Legislative institutions should also take the necessary action to provide the appropriate law for the conditions of the country. The expansion of the legal monitoring system on food distribution centers should be supported by the government, and comprehensive legislation is needed
	Supporting social associations and groups	Supporting social groups and associations can be useful in achieving the goals of SF. Adequate investment and supportive policies are required to create an important culture such as SF among social groups. Supporting model individuals and entities can be helpful. Organizations like Agriculture Engineering System Organization, Extension Service, Food and Medicine Organization of Agriculture Jihad should be more active in the health of society and people.

Table 7
The Categories Derived from Open, Axial and Selective Coding for the Causal Conditions of Slow Food (SF)

Main categories	Concepts	Initial codes
Causal conditions	Expansion of fast food production centers	Most eating disorders are related to high-calorie intake, especially in restaurants, fast food providers, and grocery stores, which can cause the body to become unbalanced. There are many factories and centers for the production of fast food, as well as many fast food preparation and distribution centers and stores in the community. These centers are working without being adequately monitored.
	The tendency of the youth and children to fast foods	Instead of trying to produce better, food products have taken on a commercial color and surface. The sensory stimulation attribute of foods has disappeared and diversity has diminished. Unfortunately, today, young people have turned more to fast food. The manner, amount, and culture of consumption should be considered by cultural and extension centers. With respect to the change in the eating habits of young people in the community and families, the media and extension centers should develop necessary plans.
	Poor public culture as to slow food	The value and importance of slow and traditional foods should be clarified to different classes of people. The development of SF culture requires planning and investment of cultural institutions and monitoring of production and distribution centers. Slow and traditional foods are rooted in the culture of Iranian society and have good benefits for the human body and soul. The benefits of this group of food should be explained to people and public institutions in various ways.
	People's changing lifestyle	One of the reasons for the prevalence of fast foods in communities is the occupation of family members with work or study, which prevents them from having enough time to prepare food. Due to time and space constraints, there are no conditions for preparing food at work and school. Unfortunately, with the mechanization of life and reduced mobility, cardiovascular diseases have also increased and have been considered by all people in the world. In today's society, diseases are caused by unhealthy foods.

Based on the opinions of the SF extension experts, 'the SF movement is a part of slow life. Other concepts are within this category, including slow management, slow trip, slow education, and so on' and 'SF is more compatible with human feelings and physical conditions.' 'The SF aims to support biodiversity in food preparation. In SF, food is an instrument to re-discover vital traditions.'

This research attempted to use the SF extension experts' opinions to answer the question of how an SF extension model can be developed based on grounded theory. This model is a rational model that includes the causes and underlying factors of the creation of a fast-food life, the contexts, the supporting conditions of the SF model, and the strategies and consequences of people's reluctance to develop an SF-based lifestyle.

The SF extension is the axial phenomenon of the research. The model developed as per the experts' opinions shows that SF extension is affected by conditions divided into causal, contextual, and intervening groups. Strategies are required to achieve an SF extension

model whose formation, finally, has some consequences. The point to consider is how the 30 minor categories were grouped into 6 main categories in Grounded Theory, which was entirely based on the experts' views. Conditions affecting the SF phenomenon include contextual conditions, intervening conditions, and causal conditions. Some *contextual conditions* to develop an SF extension model is the use of a country's tourism potentials, the presence of organizations and agencies that are active in the field of SF, the existence of food culture in society, and people's awareness of SF. In other words, contextual conditions are necessary for the SF extension. According to the experts, an example contextual condition is the existence of food culture in society. An expert said that the extension of healthy eating culture is a task of the rural and urban extension and education system and this is good in institutions like universities and schools. People's awareness of fast food is not bad in society and is increasing.

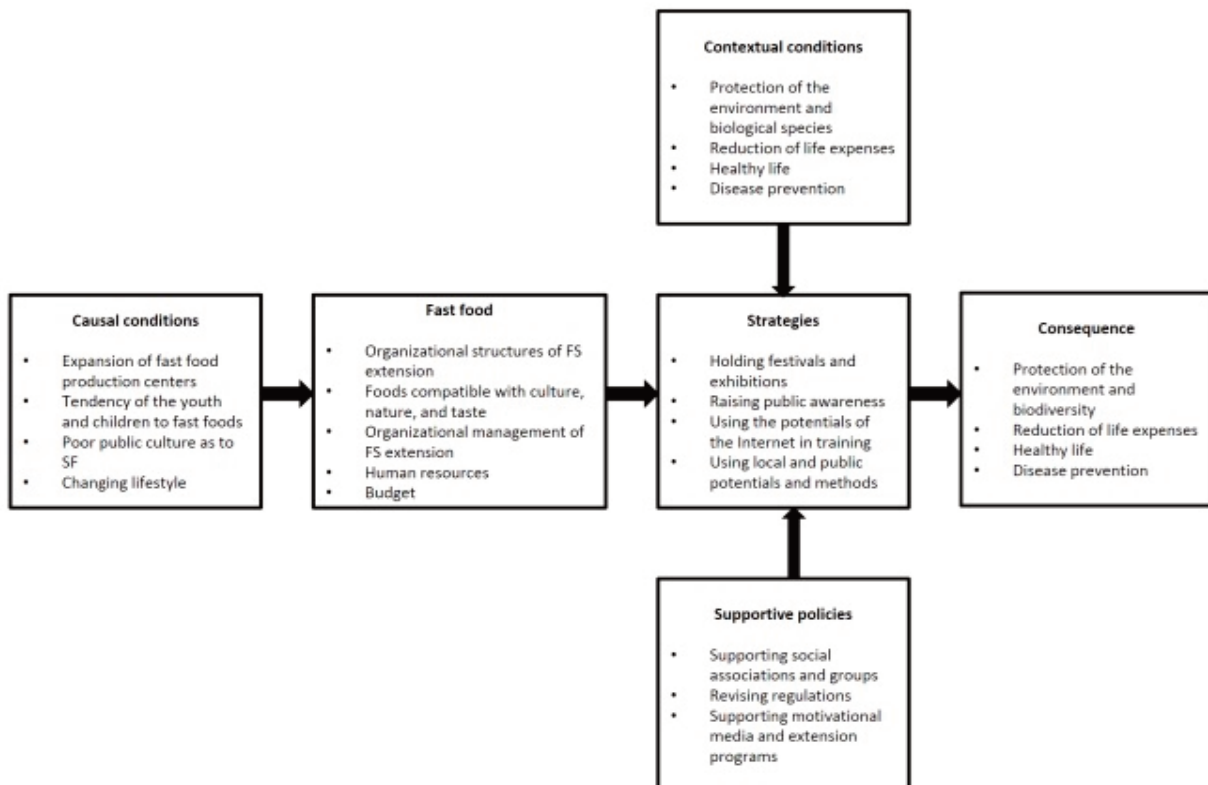


Figure 1. The Paradigm of Slow Food (SF) Extension based on Grounded Theory

According to the experts, *causal conditions* hindering the development of SF include the expansion of fast food production centers, the tendency of young people and children to fast food, poor public culture regarding SF, and changes in people's lifestyles. An SF extension researcher suggested that 'most dietary disorders are caused by high-calorie foods, especially those served in restaurants, fast food suppliers, and grocery stores, which can disturb body balance. There are many fast food production plants and centers and many fast food preparation and distribution markets in society.' A major causal factor underlying the SF extension strategy and model is to change lifestyle. An expert stated, 'a cause of fast food expansion in societies is the occupation of family members with job or education, so they are in short of time for food preparation. On the other hand, food cannot be prepared in workstations or schools because of time and space limitations. Unfortunately, the mechanization of life and less mobility of people have increased cardiovascular diseases so that everybody witnesses the diseases caused by unhealthy food in the contemporary world.'

Supporting social associations and groups, revising regulations, and supporting the extension, media, and incentive programs are some intervening factors (general conditions that influence SF extension) in the SF model. An expert believes, 'supporting social associations and groups can be effective in advancing the goals of SF. The development of a culture for an important issue like SF among social groups requires adequate investments and supporting policies. It can also be useful to support role-model people and agencies. Organizations like Agricultural Engineering System Organization, extension centers, Food and Medicine Organization, and agriculture organizations should be more active in the field of people's health.'

According to the experts, *the strategies* to accomplish an SF system include holding festivals and exhibitions, enhancing public awareness, using the potentials of local insti-

tutions and organizations, and using virtual networks. An expert on SF extension stated, 'the extension system can plan to enhance public awareness in all public events, rituals, and ceremonies and ask for the help of the elderly and famous individuals. The system should focus on increasing public awareness as to the risks of food homogenizing and the need to protect endangered plant and animal species. Organizations like Agricultural Engineering System Organization, extension centers, Food and Medicine Organization, and agriculture organizations should be more active in the field of people's health.'

Some primary *consequences* of SF are the protection of the environment and organisms, the reduction of health life costs, and the prevention of diseases. Contextual, causal, and intervening conditions are interrelated and influence the SF strategies. For instance, an expert said about the consequences of SF extension, 'the goal of the SF movement is to support local farming and consumption, which is eventually in the interest of the whole society. Fast foods are very harmful to consumers and impose heavy costs on society and public agencies. SF is both economically, socially, and culturally efficient and is effective in reducing the economic costs of life, healthy eating, and the reduction of food wastages.'

DISCUSSION AND CONCLUSIONS

The analysis of the data collected from the interviewees showed that the SF movement is a part of slow life. Other issues, such as slow management, slow trip, slow education, and so on, are in this category. SF should cover all preparation, production, and consumption stages. This kind of food is more compatible with human feelings and physical conditions. The target of SF is to protect biodiversity in food preparation. According to [Barbeito et al. \(2020\)](#), SF movement and concept approaches are directly linked with biodiversity conservation. In fact, the concept of SF has turned into an important domain, which is generating financial benefits and

sustainable use of biodiversity components (Wexler et al., 2017). The research analyses revealed that this is not in line with the ground state and visitor's attitudes (Guptill et al., 2016; Brunetti et al., 2019; Barbeito et al., 2020). SF perceives food to be an instrument to re-discover vital traditions. It is a cuisine concept based on three important principles of being good, clean, and fair (Hendrikx et al., 2017). Accordingly, SF is a requirement for Iranian society. In previous studies, researchers have examined the other dimensions of the topic. This research employed grounded theory to express the features and nature of SF and explained the causal, contextual and intervening conditions, consequences, and approaches of SF development.

The interviewed experts argued that SF is a food concept focused on three important principles of being good, clean, and fair. SF is more compatible with human feelings and physical conditions. This has been emphasized by other SF researchers and experts, too. In the SF movement, the concept of SF is defined by three interrelated principles of a better, clean, and fair world (Slow Food, 2015b). In other words, the philosophy of this movement is based on these three principles. This implies a fresh and delicious seasonal food regime that satisfies food needs and is a component of people's local culture (Nässén, 2017).

The experts pointed to the role of education in informing people. The educational and cultural institutions should use new approaches and methods to inform people and social groups about food. In this respect, other researchers have expressed that SF includes a set of specific missions, such as consumers' training about the risks of fast food (Simonetti, 2012).

A dimension underpinning the issue of SF is that lifestyle changes have been effective in not implementing the principles of SF. As such, experts assert that the protection and enhancement of health require correcting and improving lifestyle. The significance of

lifestyle lies in the fact that it is effective in life quality and disease prevention. Confirming this proposition, Taghavinejad et al. (2012) argue that a reason for the prevalence of fast food in societies is the occupation of family members with works or education, which prevents them from having enough time for food preparation.

Based on the experts' opinions, SF is training people on 'environmentally compatible food' in order to calm down people's life for which issues such as cultural and environmental diversity, food production sustainability, and the protection of the global environment are dealt with. SF acts towards protecting biodiversity by protecting animal and human races and traditional cuisine. This has been supported by other researchers, too. The innovations and acts of the SF movement focus on defending biodiversity, expanding taste training, and linking food producers to consumers. In fact, these are the philosophy and mission of the SF movement (Petrini, 2007). The SF movement believes that food is related to many aspects of life, including culture, politics, agriculture, and the environment (Nässén, 2017). SF is an international movement initiated in Italy and expanded to many countries across the continents. It was launched in 1989 in a campaign on three principles of being good, clean, and fair (Petrini, 2007). These principles constitute a civilization and an instrument for food systems (Slow Food, 2018).

Both previous researchers and the interviewed experts in the present research stressed out informing people and raising their knowledge. SF tries to link producers and consumers to one another. An informant consumer is beyond a passive consumer and is informed about those who produce our food, how they produce it, and what production problems they have (Nässén, 2017).

The participant experts pointed, among agriculture policies, to the support of policies on organic farming in the SF movement and the limited use of pesticides, as well as policymaking for genetically-modified products

or seed improvement. [Cristiana Peano \(2014\)](#) also showed that the project of SF committees enhances all dimensions of sustainability, especially socio-economic and cultural issues through preserving the environmental and qualitative aspects of food production. The SF movement supports organic farming and limits and stops pesticide use ([Valerie, 2006](#)). In this research, it was emphasized that SF has economic, social, and cultural functions and is effective in reducing the costs of living and eating and reducing food wastage.

[Drust \(2014\)](#) concluded that the traditional foods that are forgotten or being forgotten are a good base for food diversity in the food systems of developing nations.

Concerning the youth, it was revealed that unfortunately, the youth have tended to use fast food. The cultural and extension centers should consider the rate and culture of fast food consumption. Media and extension centers should develop plans for changing young people's eating habits in society and families. [Lelia Voinea et al. \(2014\)](#) conducted a research study to understand the SF culture and the youth's tendency towards it. They concluded that SF can be a reference point to enhance the young people's awareness in Romania about developing an economically, environmentally, socially, and culturally sustainable food system.

RECOMMENDATIONS

The following recommendations can be made for the development of SF extension and the more involvement of extension institutions:

The governmental agencies should place more importance on establishing non-governmental institutions and associations for SF activists and support them. The public sector can consider it by planning, investing in, and empowering human resources and strengthening the organizational structure of extension. Holding food festivals by the healthcare and extension system along with the training of healthy eating can be a good

approach to fostering healthy eating habits among people. In the SF movement, agricultural policies are directed towards supporting organic farming and limiting or stopping pesticide use. SF has economic, social, and cultural functions and is effective in reducing living and eating costs. Fast food consumption is harmful to consumers and imposes heavy costs on society and public agencies. The agricultural extension should increase people's cooperation in decision-making for the food and eating domain and the individual citizens should be covered by the extension and educational programs to allow accomplishing sustainable food regimes. Contests of easy cuisine culture and the preparation of healthy local foods in rural and urban areas can facilitate the extension of SF. Food festivals can be effective in persuading people to consume healthy foods and prepare foods in traditional ways. Healthy Iranian food festivals can help restore traditional and local foods. The extension program should train its human resource including experts, extension agents, and social workers, and enhance their knowledge of SF. These people can be effective in preparing society to adopt SF. Consumers can be trained in various ways, such as visiting local farms, food producers, and workshops, dining with producers, holding school gardens, and exchanging between the elderly and the youth. The extension service should develop and implement plans for acknowledgement.

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