

**eXtension**  
**Entrepreneurs & Their Communities**  
[www.extension.org/entrepreneurship](http://www.extension.org/entrepreneurship)  
**Monthly Webinar Series**




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**QUESTION**

Tell us about yourself.  
 Which of these best describes you?

- Extension / University researcher
- Currently own a culinary tourism business
- Thinking about starting a culinary tourism business (or diversifying an existing business)
- Community or economic development professional
- Citizen involved in a community culinary tourism related initiative
- Just interested in the topic!





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CULTIVATING HEALTHY COMMUNITIES

## Culinary Tourism

Lisa Chase and Gail Makuch      Laura Brown  
 UVM Extension      University of Wisconsin Extension

Vermont Tourism Data Center  
 November 11, 2010





Photo credits:  
 Left: "Cheese Chicks Farmers Market" by Corey Tompkins  
 Middle: "La Cordon Bleu Ottawa Culinary Arts Institute" by Ottawa Tourism  
 Right: "Michael Pollan at UVM Farms to Tables of Food" IMG\_3043" by Richard Tangley




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## Today's Presentation

- I. What is Culinary Tourism?
- II. Culinary Tourism as Community & Economic Development
- III. Initiatives: Culinary Tourism on the Ground
- III. Best Practices in Tourism Development

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## Culinary Tourism

- “Pursuit of unique and memorable eating and drinking experiences”

Source: International Culinary Tourism Association



Outstanding in the Field Dinner at Whitty Farms, Catharines, ON Canada

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Photo credit: "Table" by Maria Poutakis

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## Culinary Tourism

- Not necessarily expensive or in restaurants



Farmers Market in Portland, ME

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Photo credit: "Deering Oaks Farmers Market" by Corey Tompletton

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# Culinary Tourism

- Not necessarily involving long-distance travel



Chef Tristan Toleno of Riverview Café and young chefs at Strolling of the Heifers Dairyfest, Brattleboro, VT

UNIVERSITY OF VERMONT EXTENSION CELEBRATING RESILIENT COMMUNITIES Photo credit: "Strolling of the Heifers - Dairyfest 2009" by Jason Henske 

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# Examples

- Restaurants



Eagles Nest Restaurant, Thredbo Village, NSW Australia



Le Cordon Bleu Ottawa Culinary Arts Institute, Ottawa, ON Canada

UNIVERSITY OF VERMONT EXTENSION CELEBRATING RESILIENT COMMUNITIES Photo credits: Left: "Chorizo Linguine Pasta - Eagles Nest Restaurant AUG23.50" by Andrew / Alpha  Right: "Le Cordon Bleu Ottawa Culinary Arts Institute" by Ottawa Tourism 

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# Examples

- Farmstands



Dunbar Gardens Farmstand, Mount Vernon, WA

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# History

- Roots of culinary tourism are in Italy and France, close connections with agriculture



Wine tasting at Greve in Chianti, Tuscany, Italy



Food Festival in Arezzo, Italy

UNIVERSITY OF VERMONT **EXTENSION** CELEBRATING RESILIENT COMMUNITIES Photo credits: Left: "Wine Tasting" by Yaniv Ben-Arie 2008 Right: "Food Festival in Arezzo, Italy" by Nellie Windmill 2008 **UVM Extension**

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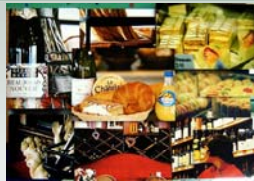
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# History

- Roots of culinary tourism in France



Normandy, France



French Food Compilation



Trout at Hotel de France, Montpazier, France

UNIVERSITY OF VERMONT **EXTENSION** CELEBRATING RESILIENT COMMUNITIES Photo credits: Left: "Tasty French food #1" by Paul Rossman 2008 Top Right: "Fr food compilation" by wandel-juice 2008 Bottom Right: "Trout & lamb (France, hotel de France, Montpazier, 18 Sept. 2008)" by Phillip Casper 2008 **UVM Extension**

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# Worldwide Examples

- Restaurant Row in Brussels, Belgium



UNIVERSITY OF VERMONT **EXTENSION** CELEBRATING RESILIENT COMMUNITIES Photo credit: "Restaurant Row in Brussels (HDR) by Alex4981 2008 **UVM Extension**

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## Worldwide Examples

- Seoul Eats, Korea, attracts tourists from around the globe



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Photo credit: Photo by Seoul Eats

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## Worldwide Examples

- Seoul Eats, Korea attracts locals as well



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Photo credit: Photo by Seoul Eats

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## Worldwide Examples

- Seoul Eats exploring Western food in Korea



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Photo credit: Photo by Seoul Eats

UVM **Extension**

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## QUESTION

What is the top state for food related travel?

- Texas- 6%
  - New York- 7%
  - **California- 14%**
  - Florida- 10%
- North Carolina (4%)
  - Georgia (4%)
  - Louisiana (3%)
  - Illinois (3%)
  - Nevada (3%),
  - Pennsylvania (3%)
  - Washington (3%)
  - Hawaii (3%)
  - Michigan (2%)
  - Arizona (2%)
  - Virginia (2%)



Source: TIA, Gourmet Magazine, International Culinary Tourism Association, 2007




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## Initiatives

- Connecting Restaurants & Farmers
- Connecting Farmers & Consumers
- Workshops & Technical Assistance
- Education for Consumers and Youth
- Local Culinary Tourism Research




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## Connecting Restaurants & Farmers

- Vermont Fresh Network



www.vermontfresh.net




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## Connecting Farmers & Consumers

- Vermont Farms! Association





[www.vtfarms.org](http://www.vtfarms.org)




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## Connecting Farmers & Consumers



**Wisconsin's Farm Fresh Atlases**

**Wisconsin's Farm Fresh Atlases:**  
Your road map to healthy eating

These regional food guides include farms, farmers' markets, restaurants, stores and other businesses that sell local food and use sustainable production and business practices. The atlases cover most regions of Wisconsin.

- Farm Fresh Atlas of Eastern Wisconsin. Directed to consumers in eastern Wisconsin.
- Eastern Wisconsin Farm Fresh Atlas. Directed to consumers in eastern Wisconsin.
- Farm Fresh Atlas of Southeastern Wisconsin. Directed to consumers in the southeastern Wisconsin counties: Calumet, Washington, Dodge, Jefferson, Waushara, Winnebago, Waubesa, Kewaunee and Racine.
- Southern Wisconsin Farm Fresh Atlas. Directed to consumers in the Madison area and throughout southern Wisconsin.
- Central Wisconsin Farm Fresh Atlas. *Offering*. This site takes



[www.farmfreshatlas.org](http://www.farmfreshatlas.org)




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## Workshops & Technical Assistance



UVM Extension Plant pathologist Ann Hazelrigg working with Bob Pomykala of Pomykala Farm in Grand Isle, VT to maintain the health of greenhouse tomatoes.



High Tunnel Workshop at Edgewater farm in Plainfield, NH to share information with farmers from throughout New England about the design of season extension structures.



Photos courtesy of Vern Grubinger: UVM Extension Professor, Vermont Vegetable and Berry Specialist, NE-SARE Coordinator



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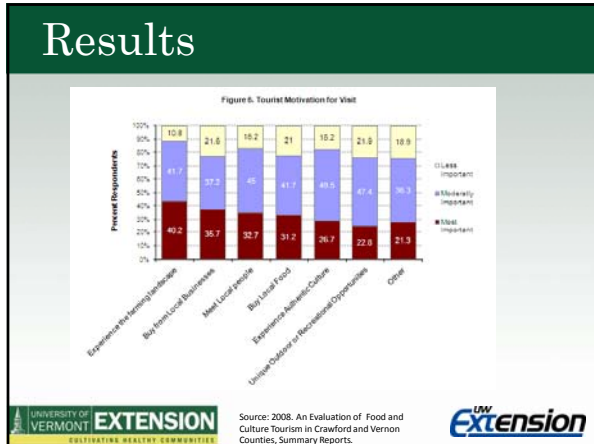
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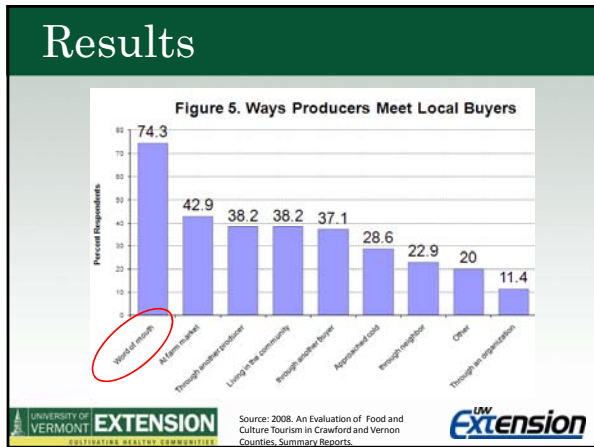
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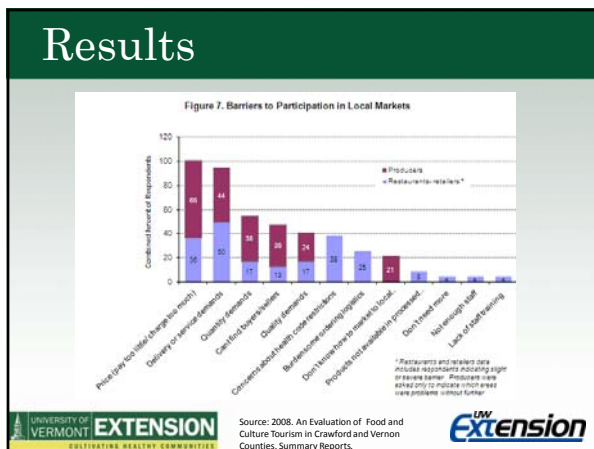
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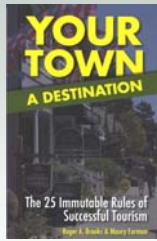
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### Best Practices for Communities & Businesses



Adapted From *Your Town: A Destination The 25 Immutable Rules of Tourism Development* by Roger Brooks and Maury Forman



*Tourism and Retail Development: Attracting Tourists to Local Businesses* by Bill Ryan, Jim Bloms, Jim Hovland, and David Scheler



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### Strategies for Tourism Development

- Start with a plan
- Know your customers
- Work in partnership
- First impressions & physical aspects of your business/community make a difference
- Celebrate your uniqueness & sense of place
- Create activities and experiences that make your community/business a real destination

Adapted from *Your Town: The 25 Immutable Rules of Successful Tourism Development* by Roger Brooks and Maury Forman



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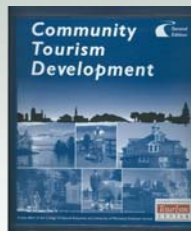
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### Create and Use a Tourism Marketing Plan or a Business Plan

University of Minnesota Tourism Development Manual  
[www.tourism.umn.edu](http://www.tourism.umn.edu)

- Planning: Why and How
- Building Community Support
- Organizing for Tourism Development



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## First Impressions Make a Difference

**First Impressions Program**  
First trialed in Fennimore, Wisconsin



The First Impressions Program was first developed by UW Extension in Grant County, Wisconsin. Teams from partnering communities visit as secret shoppers and evaluate tourism amenities, the economy, infrastructure, and other community features.

Read more about this program: <http://www.uwex.edu/ces/cced/communities/firstimpressions/>





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## First Impressions Make a Difference

### Hospitality

- Develop a mission statement that recognizes hospitality
- Hire and take care of good employees
- Smile and practice effective human relations
- Teach employees about the area
- Know other languages
- Post road maps
- Provide visitor information




Photos courtesy of University of Wisconsin Extension




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## First Impressions Make a Difference

### Store Appearance & Atmosphere

- Examine visitors first impressions
- Have a window show to grab the attention of pedestrians
- Reflect the architecture of the community in the building
- Use sidewalk displays
- Building interior décor should reflect area theme
- Design your store to accommodate the leisure traveler
- Make shopping easy for parents







Photo courtesy of University of Wisconsin Extension




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**Celebrate Your Uniqueness & Sense of Place**

Cheese Lovers in Paradise  
Green County, Wisconsin [www.greencounty.org](http://www.greencounty.org)



*Smile, and say cheese! You're in southwestern Wisconsin's Green County - famous for Swiss heritage and ethnic cuisine, colorful festivals, and tasty local brews perfectly paired with award-winning cheese.*

UNIVERSITY OF VERMONT **EXTENSION** CELEBRATING HERITAGE COMMUNITIES Photo credits: Courtesy of [www.greencounty.org](http://www.greencounty.org) Green County Tourism **UVM Extension**

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**Celebrate Your Uniqueness & Sense of Place**

Celebrating Heritage with Visitors  
Germantown and New Glarus, Wisconsin



UNIVERSITY OF VERMONT **EXTENSION** CELEBRATING HERITAGE COMMUNITIES Photo credits: Left: Courtesy of [www.newglarus.com](http://www.newglarus.com) New Glarus Chamber of Commerce. Top Right: Courtesy of University of Wisconsin Extension. Bottom Right: Courtesy of [www.newglarus.com](http://www.newglarus.com) New Glarus Chamber of Commerce **UVM Extension**

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**Create Experiences That Make Your Community or Business A Destination**

Victorian Breakfast at Villa Louis Prairie Du Chien, Wisconsin

Each year the Villa Louis in Prairie du Chien, Wisconsin hosts "Breakfast in a Victorian Kitchen" events that allow participants to create a meal using seasonal foods and traditional kitchen tools in the Villa's Victorian Kitchen.



UNIVERSITY OF VERMONT **EXTENSION** CELEBRATING HERITAGE COMMUNITIES Photo credits: Courtesy of Villa Louis State Historic Site <http://villalouis.wisconsinhistory.org/> **UVM Extension**

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### Create Experiences That Make Your Community or Business A Destination

**Focus on the Experience**

- Offer an authentic experience
- Provide an entertaining and fun experience
- Give customers a hands-on experience
- Provide an educational experience
- Provide samples
- Conduct different weekly events
- Offer tours of your community



UNIVERSITY OF VERMONT EXTENSION CELEBRATING RESILIENT COMMUNITIES Photo courtesy of University of Wisconsin Extension **UW Extension**

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### Create Experiences That Make Your Community or Business A Destination

Dane County Farmers Market, Madison, Wisconsin



UNIVERSITY OF VERMONT EXTENSION CELEBRATING RESILIENT COMMUNITIES Photo credit: "Dane County Farmers Market" by Michael Goad accessed at <http://hawcreekoutdoors.com/blog/market-crowds/> **UW Extension**

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## Challenges

- Authenticity is key
- What does local mean?
- Community celebrations of culture and food accessible to all
- Effort on infrastructure development versus marketing strategies

UNIVERSITY OF VERMONT EXTENSION CELEBRATING RESILIENT COMMUNITIES **UW Extension**

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# QUESTION

What resources and support do you need to move forward with your culinary tourism initiative or business?

- More research on culinary tourism
- Training/technical assistance
- Case studies of successful initiatives
- Funding
- Other (let's discuss!)




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# Resources

- International Culinary Tourism Association  
[www.culinarytourism.org](http://www.culinarytourism.org)
- Local Extension Offices
- Small Business Development Centers

Lisa Chase  
UVM Extension  
Vermont Tourism Data Center  
[Lisa.chase@uvm.edu](mailto:Lisa.chase@uvm.edu)

Laura Brown  
Community & Economic Development Educator  
Crawford County  
University of Wisconsin Extension  
[Laura.brown@ces.uwex.edu](mailto:Laura.brown@ces.uwex.edu)




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University of British Columbia, BC Canada



Photo credit: "Michael Pollan at UBC Farm - In Defense of Food - IMG\_3047.JPG" by Roland Tanglao




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### Housekeeping Details

- Don't forget to take a few minutes to complete the evaluation
- December - Youth Entrepreneurship  
*Innovation Engineering: Knowledge, tools and inspiration to become an innovator and entrepreneur*  
Renee Kelly, Foster Center for Student Innovation, University of Maine.



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