

## FOOD ON YOUR FARM

Food tourism is on the rise, and there is increasing awareness and interest for authentic tourism experiences. The trend of incorporating authenticity is nothing new, but for farms this can be a natural extension. We are here to assist as you are looking to develop experiences to attract the experiential food adventurer or family explorer.

The language around food is evolving in an interesting way. Descriptors initially used were to elevate the experience like culinary, gastronomy, haute cuisine, epicurean or gourmet; but we are also seeing a shift to simpler terms like simply food or agri-tourism. The notion of simplistic and authentic supported by exceptional ingredients is now touted as the ultimate experience.

If you are planning to have food available for purchase, demo, picnic or even a large scale event -there are a few things you should be aware of. There will be a few forms (free) that you will need to submit to Alberta Health Services, and this will also provide you with some great contacts in your area. We are here to help you get started no matter how small or large your event may be. We can help direct you towards the simple approval forms to get the AHS green light, to working through more complex opportunities around Artisan Liquor licenses .

However you are approaching your Open Farm Days experience, we are here to help!

If you are interested in discussing your program with the committee members from Open Farm Days, there are several individuals with a variety of skill sets that can be of assistance. They can provide some direction and connections if you have questions or are looking to share some thoughts on how this can benefit your farm.

For more information, please contact [Tannis@FoodTourismStrategies.com](mailto:Tannis@FoodTourismStrategies.com) to discuss your event or learn more about the resources available to you.

For additional culinary event planning assistance, download the [Culinary Tourism Event Handbook](#).



## FOOD ON YOUR FARM

### **EARLY PLANNING CONSIDERATIONS FOR CULINARY ACTIVATIONS**

1. What is your primary reason for wanting to add a culinary activation? Is it to:
  - a. Make a profit from the food activation?
  - b. Draw attention to other items you are currently producing and or selling?
  - c. Expand the natural extension of your business or products?
  - d. Increase exposure and general awareness or storytelling for your farm?
  - e. Connect with the community?
  - f. Something else?
2. Do you have a clear vision of what you want the food activation to be, or are you looking for support in creating a product for your farm?
3. Do you have the resources or connections to add a food component or will you require additional support?
4. Is there an opportunity to partner with a neighbouring farm to raise awareness and share in the project? You may have natural connections that you may or may not have considered. Consider neighbouring farms, restaurants, community halls, other local businesses as part of your network.
5. Have you considered what assets your farm or region have that could help you with your activation?
  - a. Do you have picnic tables, natural areas that could provide space for an outdoor activation?
  - b. Do you have outdoor barbecue, fire pit, pig roaster, smoker, etc. that could lend itself to an activation with a chef?
  - c. Is there a local community hall with commercial kitchen, tables etc. that could be utilized for an individual or community event?
6. Have you created a start-up budget for the food activation?
7. Have you considered a pricing strategy or looked at a Profit & Loss scenario?
8. Have you considered a partnership with a local beverage company such as a brewery, distillery or fruit winery?
9. Outside of the Open Farm Days promotional site, have you considered other ways you may want to market your event?
10. Have you considered health protocols and devised alternate strategies

#### **Sample Opportunities:**

- Selling picnic baskets with pre-made lunches
- Gourmet baskets
- BBQ lunches/pig roast/corn roast etc.
- Food trucks
- Group farm/partner activations
- Farming community partnerships with community halls and kitchens
- Food demos with chef partners
- Canning, preserving and pickling or other hands on activations