



HELLO OXFORD!

We are gathering in the traditional territory of the Anishnabek,
Haudenosaunee (Iroquois), Ojibway/Chippewa peoples.
This territory is covered by the Upper Canada Treaties.



AGATHA PODGORSKI

**DIRECTOR,
COMMUNITY ENGAGEMENT**

CULINARY TOURISM ALLIANCE

@ONTARIOCULINARY
@AGAPOD

AGENDA

- ▶ **What is “Food Tourism”?**
- ▶ **Who is the food tourist?**
- ▶ **Attracting hungry tourists**
(i.e. Social Media for food businesses)
- ▶ **Managing expectations in a digital world**
- ▶ **Case Study**
- ▶ **Some free (and almost free) tools**

WHAT IS FOOD TOURISM?



EVERY TOURIST
HAS ONE THING
IN COMMON





**THEY EAT
AT LEAST 3
TIMES A DAY.**

DEFINING FOOD TOURISM

Any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects local, regional or national cuisine, heritage, culture, tradition or culinary techniques of an area.

THE RECIPE SUCCESS

FOODWAYS

- + TASTE OF PLACE
- + VALUE CHAIN
- + MARKET-READINESS





FOOD TOURISM IS ABOUT

FOOD + DRINK

LOCALS + VISITORS

FARMS + FINE DINING

AND EVERYTHING IN BETWEEN

THE FOOD TOURIST

- Concerned about the origin of food (and drink!) products
 - ex. “Locally-Sourced” vs. San Marzano tomatoes from Italy
- Higher-than average expenditure
- High level of loyalty
- Millennials and those they influence
- Masters of social media
- Want the VIP treatment
- Look for an authentic narrative



VALUE DRIVEN, SOCIALY MINDED, FOOD OBSESSED.

That's the average traveller.

As a food tourism business,
this is your target market.

How do you successfully
reach them?

Good question.



TELL A GOOD STORY.





A SUCCINCT LOOK AT

SOCIAL MEDIA FOR FOOD BUSINESSES

AND HOW TO ATTRACT HUNGRY TOURISTS
IN A FEW EASY STEPS

GIVE THE PEOPLE WHAT THEY WANT.

People are getting their news from an ever-increasing list of non-traditional mediums.

- BuzzFeed
- News “apps”
- Review sites
- Social media

Your audience is ‘hungry’ for easy to digest, engaging, beautiful content.



LET'S TALK ABOUT INSTAGRAM



**VISUALS RECEIVE
MORE ENGAGEMENT,
MORE SHARES
AND MORE LIKES**





**PHOTO CREDIT:
MARTHA STEWART
@MARTHASTEWARD48**

Domestic Goddess/
World's Worst Food
Photo Taker

AS OF JUNE 2018,
INSTAGRAM HAD OVER
1 BILLION
ACTIVE USERS
A MONTH



ALL FOR THE GRAM

- “Posts” vs. Your feed
- Instagram Stories
- Videos + IG TV
- Tagging vs. Hash-tagging
- Location markers
- Discovery features



OTHER NETWORKS TO CONSIDER

Facebook (Definitely!)

Pinterest (Recipes.)

Twitter (Customer Service)

Snapchat...



LITTLE FISH, BIG POND

- Post regularly, just enough
- Repost customer photos
- Go behind the scenes
- Show off, don't "sell"
- Use #hashtags
- Add video (!)
- Keep it pretty
- Be cool.



“I think the most crucial part of making visuals stand out is consistency. Consistency is found in the kind of content that is being produced through color tones and style of imagery that helps present an easy-to-follow story. The first impression made when arriving to a destination page is a story told from a 30,000 foot level — it says we are a destination that has a strong culinary scene, or maybe it’s adventure. My best advice is to stick to three to four core types of visual content and execute a style that resonates with your destination branding.”

JESSICA WRIGHT

INFLUENCER FOUNDER, BON TRAVELER



YOUR STORY, YOUR PLACE

It's about figuring out
your message, sticking to it
and then sharing it
consistently.



MY SECRET WEAPON



Snapseed



#NOMNOM
#PUPPY



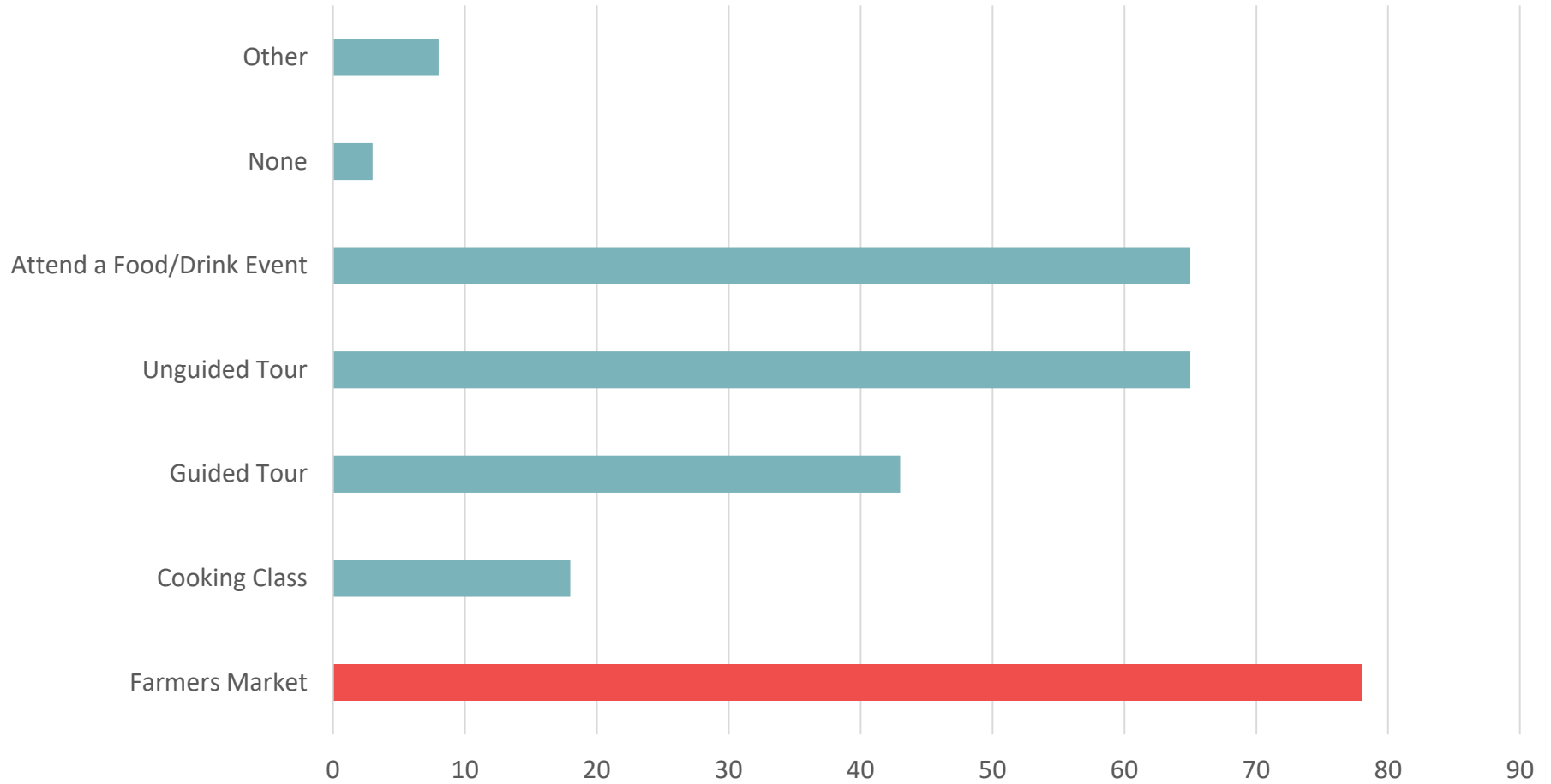
MANAGING

FOOD TOURIST'S EXPECTATIONS

IN A DIGITAL WORLD

WE ASKED 500 AVID, HUNGRY TRAVELLERS WHAT THEY DO WHEN THEY TRAVEL.

Here's what they said.





EXPECTATION



REALITY

MADE
IN
BRITAIN

Salmon & Chicken
100% Fresh, Quality
Meat & Poultry
with 100% Natural
Ingredients. No
Antibiotics, No
Hormones, No
Preservatives, No
Artificial Flavors.

WHAT SELLS

- Samples of available products
- Information (think recipe cards, farm brochures, harvest calendars and CSA information)
- Friendliness and a smile

(AND WHAT DOESN'T)

- Inattention (get off your phone!)
- Lack of brand identity (farm name, location, etc)
- Shopping problems: lack of bags, clearly marked prices, difficult navigation)



YOU CAN JUDGE A BOOTH BY IT'S COVER

SIGNAGE

- Have prices and items clearly marked. Some people may not speak English
- Your farm name should be clearly visible
- Include a website or social media handle for people to learn more (and to make it easy for them to tag you in their photos)



YOU CAN JUDGE A BOOTH BY IT'S COVER

DISPLAY

- Think about the depth and height of your booth, not just the table top
- Keep things organized. This can mean baskets, bags or even strategic piles
- Keep as much product on the display as possible (no one wants to buy the last bunch of kale!)
- Avoid excessive plastic packaging



YOU CAN JUDGE A BOOTH BY IT'S COVER

DECOR

- Think about your table cloth (or lack thereof)
- Store your empty boxes out of sight if possible
- Consider wooden crates, shelves, plants and flowers
- Hang signage or products – like garlic braids, sausages or bagels. They can also be used as décor!





**YOUR SUCCESS
WILL BE DETERMINED
BY THE INTERPLAY
OF EVERYTHING WE
JUST TALKED ABOUT**

CASE STUDY

**SOME FREE
(AND ALMOST FREE)
TOOLS**



ONTARIOCULINARY.COM

THE FREE STUFF

- Free event listings
- Social media love when you use the **#VisitOxford** hashtag
- Opportunity to be featured in content.

Share your stories with
agatha@ontarioculinary.com
or [@OntarioCulinary](https://www.instagram.com/OntarioCulinary)



FEAST ON[®]

THE ALMOST FREE STUFF

If you have foodservice on-site and show a significant commitment to procuring, serving and celebrating Ontario grown and raised food, this certification is for you!

YOU GET:

- Custom content
- Event participation opportunities
- Features in targeted campaigns
- To be part of a super cool collective of like minded culinary types in Ontario



ALSO, LOOK INTO:

- OXFORD FRESH
- TOURISM OXFORD
- DESTINATION ONTARIO + #DiscoverON (ONTARIOTRAVEL.NET)
- OCEAN WISE
- SLOW FOOD
- COMMUNITY FOOD CENTRES CANADA
- ONTARIO FARM FRESH
- FOOD + FARM CARE CANADA
- COMMODITY GROUPS
- FARMERS MARKETS ONTARIO
- ONTARIO CRAFT BREWERS
- WINE COUNTRY ONTARIO
- ONTARIO CRAFT CIDER ASSOCIATION



**THERE ARE
LITERALLY A
HUNDRED.**



LET'S RECAP

- Food is an important part of the tourism experience – especially farmers' markets
- Get on a food-friendly, photo heavy social media platform (Instagram/Pinterest/Facebook)
- Keep things consistent.
- Be authentic.
- Signage, display and décor are important part of the market experience
- Make the most of the resources available to you



**ONE LAST
THING...**



THE CHECKLIST: CREATING A MEMORABLE MARKET

- Is our stall inviting and accessible with an attractive retail space?
- Do we have a large sign celebrating our farm?
- If open to the public, do we communicate our location, operating hours and provide directions?
- Do we communicate our farms' story and heritage with pride?
- Do we have signage for each item that we grow?
- If we don't grow some of the products, do we highlight the farm's name, its location and our relationship?
- Do we offer recipes, storage tips and interesting facts for seasonal ingredients?
- Do we provide samples?
- Do we accept debit or credit?
- Is our staff passionate and knowledgeable about our products? Do they make connections with customers?
- Do we have value-added, "take away" products?
- Do we have any partnerships with other vendors, local chefs or other businesses? Do we tell this story?
- Are we active on social media? Do we have an attractive website?
- Do we encourage our customers to engage with us?
(e.g. sharing recipes, posting photos, using a #hashtag)
- Do we have unique, cohesive branding?



THANKS!

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