



# HELLO WOODSTOCK!

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: Pietr’s Bakery**
- ▶ **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**



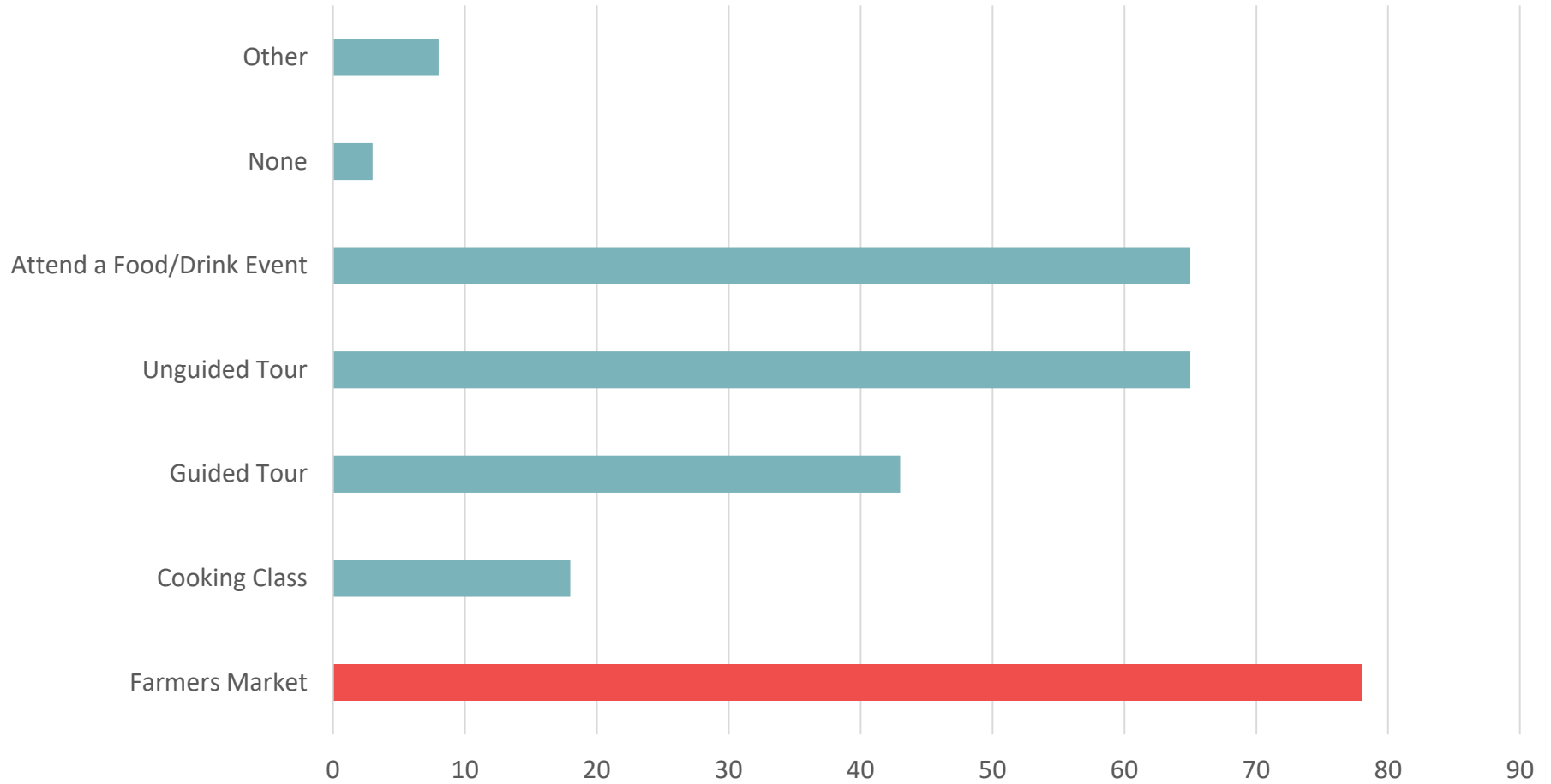
MANAGING

**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  
STRONG

WELLNESS  
100% Pure, Natural  
Antibiotic-Free  
No Hormones  
No MSG, No Preservatives, No  
Artificial Flavors, No  
Sodium Nitrate

# 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:**  
**PIETER'S BAKERY**

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



# ONTARIOCULINARY.COM

## THE FREE STUFF

- Free event listings
- Free listing on the Culinary Explorer (a super cool, food-based itinerary builder)
- Social media love when you use the **#AlgomaCountry** hashtag



# FEAST ON<sup>®</sup>

## 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:

- 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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