



SAVOUR STRATFORD PERTH COUNTY

Perth County Regional Food Summit

MARCH 22, 2010



Bridging the gap between farmers, producers, chefs and buyers

Presenting Sponsors:



Summit Supporters:



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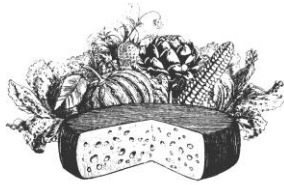
Savour Stratford Perth County

Regional Food Summit

March 22, 2010

Itinerary

- 8:00 AM – 8:30 AM **Registration** (Front Lobby) – *Breakfast Muffins by SABBA, Apples from Vernon Farm Fresh and Ontario Organic Herbal Tea by Karen Hartwick, Tea Leaves*
- 8:45 AM – 9:00 AM **Welcome** (Kroehler Room ABC)
Danielle Brodhagen, Savour Stratford Perth County
- 9:00 AM – 9:30 AM **Keynote Speaker: Dr. Stephen Smith** (Kroehler Room ABC)
Dr. Stephen Smith, Professor of tourism at University of Waterloo
Culinary Tourism Trends
- 9:30 AM – 9:40 AM **Year in Review**
Danielle Brodhagen, Savour Stratford Perth County
Rebecca LeHeup, Ontario Culinary Tourism Alliance
- 9:45 AM – 10:45 AM **Farm/Chef Speed Dating** (Kroehler Room D)
- 10:45 AM – 11:00 AM **Refreshment Break**
- 11:00 AM – 12:15 PM **Whet Your Appetite with Social Media: A Recipe for Success!**
(Kroehler Room ABC)
Melissa Schenk, M2S Productions
Twitter! Suresh Doss, Spotlight Toronto
- 12:15 PM -1:45 PM **A Taste of Perth County Lunch – Round Table Discussions**
(Kroehler Room ABC)
- 1:45PM – 2:45PM **Breakout Sessions #1** (Kroehler Rooms ABC, E, F)
- 1. Distribution – Solutions for Perth County!** – Emily Chandler, Agri-Tourism Intern & Paul Knechtel, Co-Founder, 100 Mile Market (E)
 - 2. From Farmgate to Consumer's Plate: You've Got It-They Want It (but how do they find it?)**
– Laurie Knechtel - eMotivate Marketing (F)
 - 3. Culinary Tourism Best Practices Panel Discussion – Opportunities & Challenges!** (ABC)
- 2:45 PM – 3:00 PM **Refreshment Break**
- 3:00 PM – 4:00 PM **Breakout Sessions #2** (Kroehler Rooms ABC, E, F)
- 4. Distribution – Solutions for Perth County!** – Emily Chandler, Agri-Tourism Intern & Paul Knechtel, Co-Founder, 100 Mile Market (E)
 - 5. From Farmgate to Consumer's Plate: You've Got It-They Want It (but how do they find it?)**
– Laurie Knechtel - eMotivate Marketing (F)
 - 6. Local Abattoirs & Local Food** – Presented by the Perth Oxford National Farmers Union (ABC)
- 4:15 PM – 5:00 PM **Next Steps** (Kroehler Room ABC)
Franco Naccarato Savour Ontario
Eugene Zakreski, Executive Director, Stratford Tourism Alliance
Danielle Brodhagen, Savour Stratford Perth County
- 5:00 PM – 7:00 PM **Restaurant Licensee Event Only**
"Tastings" with Wine Agents and Craft Beer Representatives
(Kroehler Room D)



SAVOUR STRATFORD PERTH COUNTY

Perth County Regional Food Summit 2010 Guest Speakers

9:00 a.m. **Keynote Speaker (Room ABC)**



Stephen L. J. Smith

Professor and Director, Masters of Tourism Policy and Planning Program

Stephen is a professor of tourism at the University of Waterloo, Waterloo, Ontario. His research interests in culinary tourism focus on visitor profiles, supply chains, and trends in culinary tourism product development. In addition to his work in culinary tourism, Steve specializes in tourism economics and tourism statistics, and is the author of numerous articles in scholarly journals as well as several books. His two most recent books (2010) are *Practical Tourism Research*, a research methods text, and *The Discovery of Tourism*, the biographies of the pioneers of tourism research from around the world. He is past-Chair of the Canadian Tourism Commission's Research Committee, past-Chair of the Canadian Tourism Human Resources Council's Research Committee, and currently a member of the Market Performance and

Assessment Committee of the Ontario Tourism Marketing Partnership. Stephen consults with various government and not-for-profit agencies, including the development of the Ontario strategic and action plan for culinary tourism. He is a member of Slow Food International and is an Elected Fellow of the International Statistical Institute, past-Chair of their Committee on Statistics in Travel and Tourism, and an Elected Fellow of the International Academy for the Study of Tourism.

slsmith@uwaterloo.ca

http://sljsmith.thinkers.org

9:30 a.m. **Year in Review (Room ABC)**

Ontario Culinary Tourism Alliance and Savour Stratford Perth County



Rebecca Le Heup

Executive Director, Ontario Culinary Tourism Alliance (OCTA)

Rebecca loves Ontario, good, clean and fair food and drink, meeting people and having new experiences. Lucky for her she has the best job in the world! In her role as Executive Director for OCTA, she has had the distinct pleasure of travelling across the Province of Ontario connecting growers and producers to chefs and restaurateurs. Engaging Destination Marketing Organizations (DMO's) with the regional agricultural organizations and economic developers, Rebecca has worked with a variety of partners to expand the original 5 culinary regions developing culinary tourism (in 2008) to 15 regions as of 2009. In her previous role with Taste the County™ - Prince Edward County's DMO, Rebecca became passionate about

agriculture, tourism, arts and culture and their interrelation. During her nine years with Taste the County™, she was instrumental in the development and management of culinary tourism products including the award winning Taste Trail, annual TASTE! a celebration of regional cuisine, Maple in the County and Countylicious events and the buy-local program Harvestin' the County. Rebecca designed and developed several courses for George Brown College's cutting edge Culinary Tourism Management program which launched online in 2009. She holds positions on the Boards of the Ontario Tourism Marketing Partnership Corporation Town & Country Committee, Terroir Hospitality, Slow Food Canada and Slow Food PEC.

www.ontarioculinary.com

Twitter: @OntarioCulinary



Danielle Brodhagen

Programme Development, Stratford Tourism Alliance; Savour Stratford Perth County

Danielle’s passion for food has led to a 15 year career in the hospitality industry in Ontario and abroad. The force behind Stratford’s inaugural Savour Stratford Perth County culinary tourism campaign and food festival pairing local growers/producers with Stratford renowned chefs. Danielle now works for the Stratford Tourism Alliance to implement the Culinary Tourism Strategy for the region. As Co-chair of Slow Food Perth County, Danielle plans events raising awareness of good, fair and clean food, and teaches kid’s cooking classes at the YMCA on Saturdays. Danielle loves to plan a great event or party and enjoys traveling for food.

STAculinary@gmail.com

www.savourstratford.com

Twitter: @SavourStratford

11:00 a.m. Whet Your Appetite with Social Media: A Recipe for Success! (Room ABC)

Social Media has changed the face of marketing. Through tools such as Facebook, Twitter, Linked In and You Tube, Melissa will give you a better understanding of the world of social media and how to use it to your advantage when marketing yourself and your business online. Melissa will have you rethinking the traditional, exploring the new, and experiencing the unknown. Listen - Engage - Experience. Harness the power of Social Media and learn how to develop content that is engaging, sincere and relatable. Suresh will conclude the presentation with a crash course on the success and failures of Twitter, with case studies from the food world. He also asked his followers on Twitter - what should Stratford know about Social Media? - learn what they said about Stratford on Twitter!



Melissa Schenk

Entrepreneur, TV Personality, Educator, MS2 Productions

Melissa is a motivated, creative and successful entrepreneur / tv personality who speaks from experience. Originally from Stratford, Melissa's career began in broadcasting at 1240 CJCS. A graduate of Fanshawe College's Television Broadcasting Program, Melissa interned with CNN in Uganda. A love of travel, lead her abroad working as a Port Lecturer on cruise ships. She later returned to Southwestern Ontario and began working as a Weather Announcer for CTV, as well as launching her own Production Company - MS2 Productions. Wearing many hats currently as a Business Owner, Weather Anchor on /A\ News in London and part-time teacher at Conestoga College, Melissa will take you on a journey through Social Media and teach you how to make a name for yourself and will have you answering the question - How Will You be Remembered?

melissa@ms2.ca

www.ms2.ca

Twitter: @ms2weathergirl

Twitter!



Suresh Doss

Founder/Publisher, Spotlight Toronto

Suresh Doss is the founder/publisher of www.spottlighttoronto.com, a website that focuses on local culture. When not writing about wineries and the latest culinary adventure, Suresh is in the social media trenches, engaging and consulting on new media as it pertains to the food industry. He is part social media junkie, part photographer and part explorer.

www.spottlighttoronto.com

Twitter: @spotlightcity

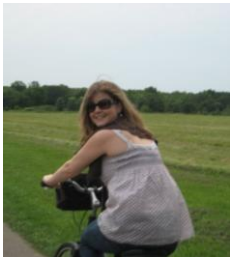
1:45 p.m

Afternoon Breakout Sessions #1

Choose from one of three breakout sessions; Note Sessions #3 and #4 are only offered once.

1. Distribution – Solutions for Perth County! (Room E)

Emily Chandler will be discussing findings from her research including the desire of farmers in Perth County for a local food distribution system and the various forms it could take. The session will include an introduction to and instructions on using Savour Stratford Perth County's online product inventory. Farmers will learn how to update their profile and chefs learn how to make the most of the database. Paul Knechtel of 100 Mile Market will discuss his distribution company's approach to serving farmers and restaurants in Perth County.



Emily Chandler

Agri-Tourism Intern, Stratford Tourism Alliance

Emily Chandler is an Environment and Resource Studies graduate student at the University of Waterloo. After several seasons harvesting gourmet salad greens leaf by leaf, Emily acquired a sincere appreciation for local agricultural production. She previously worked on a local food project for Environment Hamilton before returning to school. In the early winter of 2009 she approached the Stratford Tourism Alliance about how her research might complement their work in establishing Perth County as a culinary and agri-tourism destination and began researching the issue

of distribution facing many small-scale producers in the area.

staculinaryemily@gmail.com

www.savourstratford.com/producers

Twitter: @Emily_Chandler



Paul Knechtel

President/ Co-Founder, 100 Mile Market

Paul's career has been focused in the food business, starting in 1970 as a third-generation member of Knechtel Wholesale Grocers. He then progressed through sales, accounting, purchasing and warehousing in the wholesale division, and by 1983, he had become Corporate Vice-President. 1991 saw Paul negotiate the sale of the company to the Oshawa Group, and he then reorganized all Oshawa's companies in the territory under the Oshawa Foods Toronto banner. This exceptional background in food, logistics, management and distribution prepared Paul as a co-founder of 100 Mile Market to turn a local food concept into a fast-growing success story.

www.100milemarket.com

2. From Farmgate to Consumer's Plate: You've Got It-They Want It (Room F)

Give your food a voice. Now more than ever, consumers are listening. They want what you've got - fresh foods produced on and in some of the richest soils in the world. You have good reason to be proud of your food. Let its voice be heard for all of Perth County and beyond to appreciate and put centre stage on their kitchen table. There are hundreds of ways businesses market their products and services to consumers. That said, marketing your product need not be daunting or complicated. Today, we'll cover some fundamentals and some popular options for spreading the word. Your food has a lot to say...



Laurie Knechtel

Principal Consultant and Designer, eMotivate Marketing

As a Marketing & Communications professional, Laurie has worked with both public and private sector businesses for over ten years. She specializes in promoting small business and community initiatives with marketing strategies including public relations, creative writing, graphic and website design, cooperative advertising and custom e-newsletter campaigns. Now owner of her own Marketing & Design business and a passionate member of Slow Food Perth County, one of Laurie's main goals is to assist Perth County's Agri-Food sector including food producers, artisans and related businesses in developing and executing

strategies for connecting directly with consumers.

laurie@emotivatemarketing.com

www.emotivatemarketing.com

Twitter: @emotivatemktg

3. Local Food Best Practices Panel Discussion – Opportunities & Challenges (Room ABC)

Find out how businesses in the area are making local food work for them! The best practices panel will include chefs and farmers from Perth County that have a wide range of expertise about how they market and sell local food to businesses and customers. Panel guests will discuss challenges with local food and their successes, followed by questions from the audience. Moderator: Danielle Brodhagen, Stratford Tourism Alliance



Fred de Martines

Farmer, Perth Pork Products Ltd.

Fred was born and raised in the Netherlands, and received his swine specialist training there. In 1978 he married his wife Ingrid and came to Canada in the spring of 1979. Shortly after that they bought their current farm and started farming on it and raising commodity (regular) pigs. Fred is always looking for a challenge, he started raising Wild Boar in 1992 and more recently Berkshire and Tamworth pigs. He started Perth Pork Products in 1992; it started as a vehicle to market Wild Boar meat and pork in the area. info@perthporkproducts.com www.perthporkproducts.com



Laurie Neubrand

Farmer, Neubrand Country Produce

Laurie, along with her husband Karl and family have operated Neubrand Country Produce near Monkton, northwest of Stratford since 1994. They raise Omega 3 turkeys, chicken and egg layers, as well as growing a variety of vegetables, such as edamame, coloured potatoes, squashes and dry beans, in their winter greenhouses there are spinach, mixed greens, carrots and garlic and berries. At present, most of their produce is sold at Stratford Farmers' Market, at farm gate, restaurants and a neighbouring campground. They've attended the Stratford Farmers Market since 2005, where their sales have doubled every year, thanks to the Buy Local, Buy Fresh Map.



Janet Ashworth

Owner/Chef, County Food Co.

Janet Ashworth is the owner of the County Food Co. in Stratford, Ontario. She originally graduated from the Culinary Institute of America in New York. She has worked in many kitchens around the world including Toronto, Denver and England, and as a caterer for Picotte & Danmore, a foods stylist for TV and film and a restaurateur of Yves' Bistro, Bistro Tournesol. Janet's fare has appeared in Toronto Life Magazine, The Globe and Mail and The Toronto Star. Her latest food adventure that showcases fresh fish called Starfish can be seen every Saturday at the Stratford Farmers Market. countyfoodco@wightman.ca www.countyfoodco.com



Neil Baxter

Chef de Cuisine, Rundles

Neil Baxter has been the *Chef de Cuisine* at Rundles since 1981. During Neil's early years, in the off-season at Rundles, Neil traveled to France to continue his training under the tutelage of some of the modern masters at various Michelin starred restaurants, including: Jamin, Taillevent, Tour d'Argent and Les Frères Troigros, as well as North American restaurants, JoJo's and the Quilted Giraffe in New York, and Chez Pannise. In 1984, Neil Baxter became The Master of Cookery at the Stratford Chefs School. Neil began offering private cooking classes in 1986, which continue today. Neil has earned accolades from publications as diverse as *Toronto Life*, *The Globe and Mail*, *the Atlantic Monthly* and *Gourmet*. www.rundlesrestaurant.com



Dave Koert

Farmer, Koert Organics

Dave Koert is an organic vegetable farmer that has 2 acres of land just outside of Seaforth, Ontario. When Dave is not farming he is writing about it on his blog and Facebook group. www.dkorganicfarms.blogspot.com

3:00 p.m

Afternoon Breakout Sessions #2

Choose from one of three breakout sessions: *Distribution (see above- Room E); Marketing for Farmers (see above - Room F) or Local Abattoirs and Local Food (Room ABC)*

4. Local Abattoirs and Local Food (Room ABC)

Presented by the National Farmers Union

Discuss the importance of locally owned small abattoirs and the importance of food safety to the local food movement. Ann Slater of the National Farmers Union will interview a meat processor and a panel of farmers who depend on these processors.



National Farmers Union, Perth Oxford

The National Farmers Union in Ontario promotes policies that will revitalize agriculture in Ontario by strengthening family farms. On local, national and international levels, the NFU advocates alternative structures and government policies that resist corporate control of food.

Guest Speakers: Kevin McComb of Camperdown Farms in Mitchell is a lamb producer who sells to Stratford area restaurants and at the Stratford Farmers' Market; Wayne Herlick, Tavistock, small free-standing meat processor and farmer; Bob Passmore is a beef farmer from the St. Marys area who sells to health food stores and restaurants.

OMAFRA Representatives from the Meat Inspection department were also invited to attend the summit.

Moderator: Ann Slater, Farmer and Provincial and Local Board Member, NFU.

www.nfuontario.ca/341

4:15 p.m.

Next Steps - Advancing Culinary Tourism in our Region (Room ABC)

Franco Naccarato

Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)

As Supervisor of foodservice, Franco leads all Foodservice initiatives of OMAFRA's Pick Ontario Freshness strategy for branding and marketing Ontario foods. With many years experience in marketing and sales, Franco utilizes his contacts and marketing knowledge to develop tools for restaurateurs and distributors to better identify and promote Ontario foods. Franco holds a B.A., York University, upon graduation launched his business career as an independent marketing manager through the creation of an international direct campus marketing programs. franco.naccarato2@ontario.ca www.savourontario.org



Eugene Zakreski

Executive Director, Stratford Tourism Alliance

As Executive Director of the Stratford Tourism Alliance, Eugene leads the product development and marketing for Stratford's tourism and entertainment stakeholders. The goal is establish Stratford as Canada's premiere art town by developing, packaging and promoting its character, culture and cuisine. Eugene has had extensive experience in building travel, hospitality and tourism businesses in North America, Europe and Asia for Air Canada, Mercer Management Consulting, the Ontario Tourism Marketing Partnership Corporation (OTMPC) and The Breeze, the high speed ferry across Lake Ontario. He believes the future of tourism is in developing and packaging experiences based on socio-demographic targeting and the primacy of digital media as the means to competitively build tourism businesses. In 2009,

Stratford initiated a three-year culinary tourism product development strategy in conjunction with local area food producers, restaurants, culinary and hospitality businesses.

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www.welcometostratford.com



THANK YOU!

Summit Sponsors

Savour Ontario
Stratford Tourism Alliance
Perth Community Futures Development Corporation
National Farmers Union
Perth County Federation of Agriculture
100 Mile Market
Chateau des Charmes
Stratford and Area Bed and Breakfast Association (SABBA)
Foster's Inn

The Arden Park Hotel

Alexandra Tarnawski, Sales & Catering Manager/Group Sales
Blaine Martin, Chef

Volunteers

Wendy Farkas
Brendon Lyoness
Ian Schwartz
Carrie Rau
Terri Lamond
Paul Amos

Savour Stratford Perth County 2010 Regional Food Summit Committee Members

Drea Kerr, Event Planning Intern
Emily Chandler, Agri-Tourism Intern
Danielle Brodhagen, Savour Stratford Perth County
Karen Savelle, Registration

Thank you to our moderators who helped facilitate the discussions over the lunch hour; to the guest speakers for their time and support of the Food Summit; the SABBA B&B owners who baked muffins for breakfast; Shawn Vernon for his delicious apples; Karen Hartwick for her tea; Larry McCabe, Pazzo Ristorante for his support with the Licensee event; the wine and beer agents for participating in the Licensee Event;
Thank you to the Summit Delegates - for taking time out of your busy schedules to attend today's event, and for working together to advance culinary tourism in Stratford Perth County.

Save the Date!

Savour Stratford Perth County Culinary Festival

September 25 - 26, 2010
www.SavourStratford.com