

Perth County Regional Food Summit – March 22, 2010

Danielle Brodhagen - Savour Stratford Perth County (SSPC) - 9:45 am

Spring 2009

Savour Stratford Perth County awarded the Ontario Market Investment Fund - matching grant of \$89,000 to support the development of Culinary Tourism in the Region
–Investing Partners included Stratford Tourism Alliance, Perth County Visitors Association, Huron County, The County of Perth, Plowmen’s Association, Ontario Culinary Tourism Alliance, Perth Community Futures Development Corporation, Slow Food Perth County

First Annual Regional Food Summit

Sold out event!

175 delegates, 10 volunteers and 15 guest speakers

40% farmer, 40% buyers, 15% Organizations, 5% Media and Other

Savour Stratford Perth County at Events

T.O. Food Policy Reception -

–Stratford Perth County showcased as a culinary destination

–distributed Culinary Guides, Buy Local Buy Fresh Maps and Savour Stratford Perth County culinary festival bookmarks

–Chef Janet Ashworth, County Food Co. and Farmer Peter Blanchard, Specialty Foods and pork from Perth Pork Products Ltd.

The Slow Food National Conference

The dinner featured Perth Pork Products Tamworth pork, Monforte Cheese and Soiled Reputation vegetables.

The Keynote Guest Speaker was Antony John, Soiled Reputation

Presentations by Chef Paul Finkelstein, Screaming Avocado and Danielle Brodhagen, Savour Stratford Perth County

Local Food Showcase in Toronto

BLBF Map, Culinary Guides and SSPC bookmarks were distributed, and samples from Renecker’s Elk Farm, McCully’s Hill Farm and Perth Pork Products

Terroir III Hospitality Symposium - featured Chef Aaron Linley, Bijou at the Savour Ontario Lunch Reception

OCTA Media Event - Chef Max Holbrook, Parlour was featured with Karen Hartwick, Tea Leaves

OCTA Culinary Tourism Reception - Chef Steve, Foster’s Inn was featured in the Savour Ontario Reception

London Food and Wine Show

With Augusts Harvest and the Stratford Chefs School
Culinary Guides, Buy Local Buy Fresh Maps, Savour Stratford bookmarks
Created a “local food store” with products from the Epicurean Trek - featured 10 products

Terroir IV - Savour Stratford Perth County sponsored the Networking Reception

Featured were Chef Lee Avigdor, Down the Street; Chef Sheldon Russel, Keystone Alley Café; Chef Shawn Hartwell, Simple Fish & Chips; Chef Eva Santini, Pazzo Ristorante; Chef Ruth Klahsen, Monforte Dairy; Chef Paul Finkelstein, Screaming Avocado; Matt Duff, Langdon Hall; Chefs Marc Chartrand and Ryan O’Donnell
Food Producers were Soiled Reputation, Perth Pork Products, John Gerber, McCully’s Hill Farm, Augusts Harvest, Megens Family Farm, Vernon Farm Fresh, C’est Bon Dairy
Entertainment by the Stratford Shakespeare Festival
Tea by Karen Hartwick, Tea Leaves
Beer by Stratford Brewing Company
Fruit wine by Birtch Farms and Estate Winery
Chef Neil Baxter, Rundles cooked for the Media Dinner

Products Developed

Culinary Guide featuring the Epicurean Trek and a section on Perth County’s Terroir
–21 stops in Stratford and throughout Perth County - including farms offering tours, food shops, candy stores - all offering samples
–10 restaurants certified with the SSPC symbol and agreed to serve local food in 2009
–60,000 guides printed and distributed

Buy Local Buy Fresh Map

129 locations throughout Perth and Huron Counties
21 restaurants featuring local food in both counties
50,000 copies printed

In the Media

Spring - 9 FAM Media and Chef Tours resulting in 14 articles in Food Service & Hospitality Magazine; London Free Press; Post; Ontario Farmer; Toronto Sun; On Air

“Stratford, Ontario's newest culinary hot spot” Elizabeth Baird, Toronto Sun

“Yes, Stratford has theatre, but its exquisite opportunities to dine...now define it...Be prepared for gastronomic explorations and let your tastebuds by your guide to some of the most interesting eating experiences of your life.” Jill Ellis-Worthington, London Free Press

Fall - 9 FAM Media and Chefs Tour resulting in 9 articles and a radio show; 25 SSPC articles & on-line blogs

Ming Pao Daily News, AOL Road Trip Guide, The Toronto Star, Zoomer Magazine, KW Record, Canadian Jewish News, Stratford Beacon, Good Food Revolution, Lucid Forge and the 570 Food Show

“Stratford - Canada’s Hottest Food Destination” AOL Canada

Culinary Programmes

Delicious Stratford - 16 participating restaurants offered fixe prix menus featuring local food - Fellini’s, Othello’s, Let Them Eat Cake, The Annex, Bentley’s, Foster’s Inn, Pazzo Ristorante, Woolfy’s, The Belfy, Rundles Restaurant and Bistro, The Church Restaurant, Rene’s Bistro, The Sunroom, Down the Street Barn and Restaurant, Bijou, The Parlour

Culinary Packages - Cultivate your Palate with the Manic Organic; A Fresh Approach to Healthy Baking with Chef Brian Holden; Tea and Chocolate in Stratford with Tea Leaves and Rheo Thompson Candies

Local Food Events

Local Food at more events and marketed through STA summer campaign

- Blackout Concert - August 14
- Slow Food Pork Roast at Punkeydoodles
- In your Face Pie Festival at McCully’s Hill Farm
- Perth County Plowing Match
- Stratford Perth Museum’s Flavours of Perth BBQ

The Culinary Festival

- 120 vendors
- 45 chefs
- 60 farmers
- five ticketed events
- two full days of outdoor concerts and local food BBQ
- 30 guest speakers and chefs demos
- over 200 volunteers
- 100 sponsors and community partnerships
- 12-14,000 people in attendance (doubled the number from first year)

The Culinary Festival

- 100% of those surveyed were attracted to this event because of local food sampling from local chefs
- 56% had an "Excellent" overall experience
- 32% had a "Very Good" overall experience.
(FACES Survey)

Agri-tourism Intern

- On-farm meetings with farmers interested in adding value to their farm
- Introduction to Agri-tourism Presentation - February 2010
- On-line Local Food Database <http://www.savourstratford.com/producers>
 - 57 farmers
 - Searchable by season, food product and farmer

Group Tours

- Elderhostel to create a Culinary Week Programme for 2010
- Ontario Motor Coach Association FAM Tour - featuring the Garlic Festival, SSPC, Birth Farms, McCullys Hill Farm and Soiled Reputation

Rebecca LeHeup – OCTA – 9:45 am

Goal of Ontario Culinary is to help support local sustainable agriculture, (profitable agriculture); Product development, the need to have market-ready businesses; and to help share stories and tell them with pride.

Rebecca went to the Olympics to help serve a sample taste of Ontario.

In the past year, the OCTA website grew from 200 profiles to 1200.

There are similar types of breakdowns of attendees in other culinary tourism summits in various provinces, and discussions over similar opportunities and problems.

Savour is lobbying to go beyond fine dining to pub, catering, and family restaurants, and are working to get more people involved in this initiative.