

Workshop Agenda

6:00 – 6:45 Part One: Mingling, nibbling

6:45 – 7:10 Part Two: Everyone together

Welcome and brief presentations.

7:10 – 8:00 Part Three: Table groups

Your ideas.

8:00 – 8:30 Part Four: Everyone together

Report out. Closing. Next Steps.



Tompkins County Agri-Culinary Tourism

A dirt path leads through a field of tall green grass towards a wooden barn with a green roof. A group of people is walking on the path in the distance. The scene is set in a rural area with trees and other buildings in the background.

Community workshop

Current Landscape



Wine Region of the Year: New York State



WINE ENTHUSIAST
MAGAZINE

Glenhaven
Farm

A hand is pouring red wine from a bottle into a glass. The bottle is tilted, and a stream of red wine is captured mid-pour, falling into the glass. The glass is partially filled with red wine. The background is a soft-focus green landscape with white flowers. The text is overlaid on a semi-transparent white band across the middle of the image.

#3 "Secretly Amazing Cities for Wine Lovers"

m s n



ZAGAT®

#4 Must-Visit U.S.
Farmer's Market



#6 "Americas Foodiest Town"

(pop <250,000)



bon appétit
Eat well. Savor life. Pass it on.

The New York Times

Sips From a Cider Spree in New York State

My boots were soaked, and the air reeked of overripe apples. I felt as if I were bathing in the cider I'd come to drink. It was early October and steamy; if the leaves that blazed red from nearly every tree branch were seasonal stop signs, the gods of summer hadn't seen them. I was a few miles from Cayuga Lake, the second-largest of New York's 11 Finger Lakes, on a small but extraordinarily prolific orchard. The property's fruit, which ranged from the palest wash of yellow to grapefruit pink to a purple so dark it looked like a fresh bruise, was hanging all around me and rotting underfoot.

Our host, Ian Merwin, ripped a [Hudson's Golden Gem](#) from a nearby limb and, with a worn pocketknife, cut an imperfect wedge. It's a "really bizarre" apple, said the orchard owner, who wore a walrus mustache and a newsboy cap. He described sandpaper skin and a grainy flesh. "This apple, to me, tastes like vanilla ice cream," he said. The crowd oohed and aahed like circusgoers.

Of the 68 varieties in his orchard, Mr. Merwin a



Ithaca was a decadent couple of days in which cider seemed to appear in every possible form...

... spectacular three-course cider pairing dinner at Hazelnut Kitchen in Trumansburg. . . It was an exceptional — and, at \$43, reasonably priced — meal that might alone have been worth the five-hour drive from the city.

Clockwise from top left: a cider is poured at Hazelnut Kitchen in Trumansburg; bottles of cider at Eve's Cidery in Van Etten; picking an apple at Black Diamond Farm in Trumansburg. Heather Ainsworth for The New York Times





Established Focus Area: Agricultural & Culinary Tourism

Develop Ithaca & Tompkins County as a
regional hub of culinary and agritourism

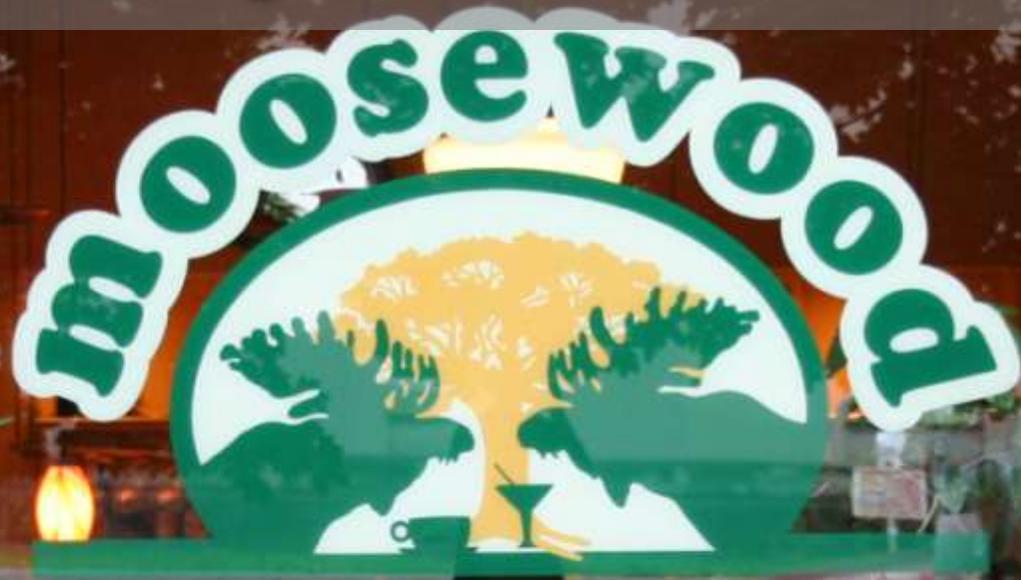
A photograph of three women sitting at an outdoor cafe table. They are wearing sunglasses and casual clothing. There are several glasses of iced drinks on the table. The background is a blurred outdoor setting with a car and buildings.

#1 Waterfalls

#2 Downtown / Commons

#3 Dining / Restaurants

Food & beverage is the #1 spend.



Greater than lodging.

A large white tent is set up in a field of colorful flowers, likely at a festival or market. The tent is the central focus, with people visible inside and around it. The foreground is filled with vibrant flowers in shades of pink, orange, and red, with green foliage. The background shows a line of trees under a clear sky.

Assets:

Ithaca Farmers Market • Cayuga Lake Wine Trail
FLX Beer Trail • FLX Cheese Trail
FLX Cider Week • Coltivare
Harvest Dinners



ITHACA
NEW YORK

RESTAURANTS FARMS + MARKETS EAT + SLEEP BLOG EVENTS RECIPES CONTACT

FUN FOOD FACT:

Ithaca was ranked #6 in "America's Foodiest Towns" (pop under 250,000) by *Bon Appétit Magazine*

There's no debate: fresh tastes better.

Whether it's simply a ripe, red apple picked right from the tree, or a four-course meal prepared straight from the garden, you can taste the difference when it's fresh. That's why we're here – to share the best picks in dining that offer fresh, local ingredients. With over 40 local farms dedicated to supplying restaurants within a salad fork's reach, when you see our Farm to Fork logo, you'll know your meal meets the highest standards of locally sourced meat and produce available. [Bon appétit!](#)

Foodies

Let's grow some locavore love! Our blog is seeded with news, reviews, events and foodie musings. It might interest you. We think it's pretty entertaining. [Read More](#)



Restaurants

Piping hot local tomato-herbed quiche with farm-raised eggs. Succulent, local, farm-raised pulled pork on a delicate bakery-fresh roll. Hungry yet? [Read More](#)



Farms

Find out where your food comes from and if it is, in fact, a heritage breed woodland raised chicken it will be fed a diet of sheep's milk, peas and hazelnuts. [Read More](#)



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Cornell University
Cooperative Extension
Tompkins County

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IthacaFork.com

- 6 Farmers Markets
- 28 Restaurants
- 32 Farms
- Events Calendar
- Recipes
- Lodging Deals

IthacaFork.com

- Over 21,000 unique visitors
- 1000 Email Sign-ups
- Google Display Network
- Collateral



The potential impact is exponential.



FARM-BASED:
VISTORS EXPERIENCE THE
WORKING LANDSCAPE

ON THE FARM

FOOD BUSINESSES
(CHOCOLATE, COFFEE,
VINEGAR, ETC)

YOU-PICK
FARMERS
MARKETS
CHEESE TRAIL

FARM WINERIES,
BREWERIES, CIDERIES,
DISTILLERIES

TOURS

EDUCATION

EVENTS AND FESTIVALS

FOOD-BASED
VISTORS EXPERIENCE
AUTHENTIC LOCAL FLAVOR

**CULINARY
EDUCATION**

HARVEST
DINNERS

FARM TO FORK



RESTAURANTS

**WINE
EDUCATION**

BEVERAGE-BASED
VISTORS EXPERIENCE
AUTHENTIC LOCAL FLAVOR

BEER TRAIL

CAYUGA LAKE FISHERY

CHEFS

CIDER WEEK

WINE TRAIL

TOMPKINS COUNTY AGRI-CULINARY TOURISM

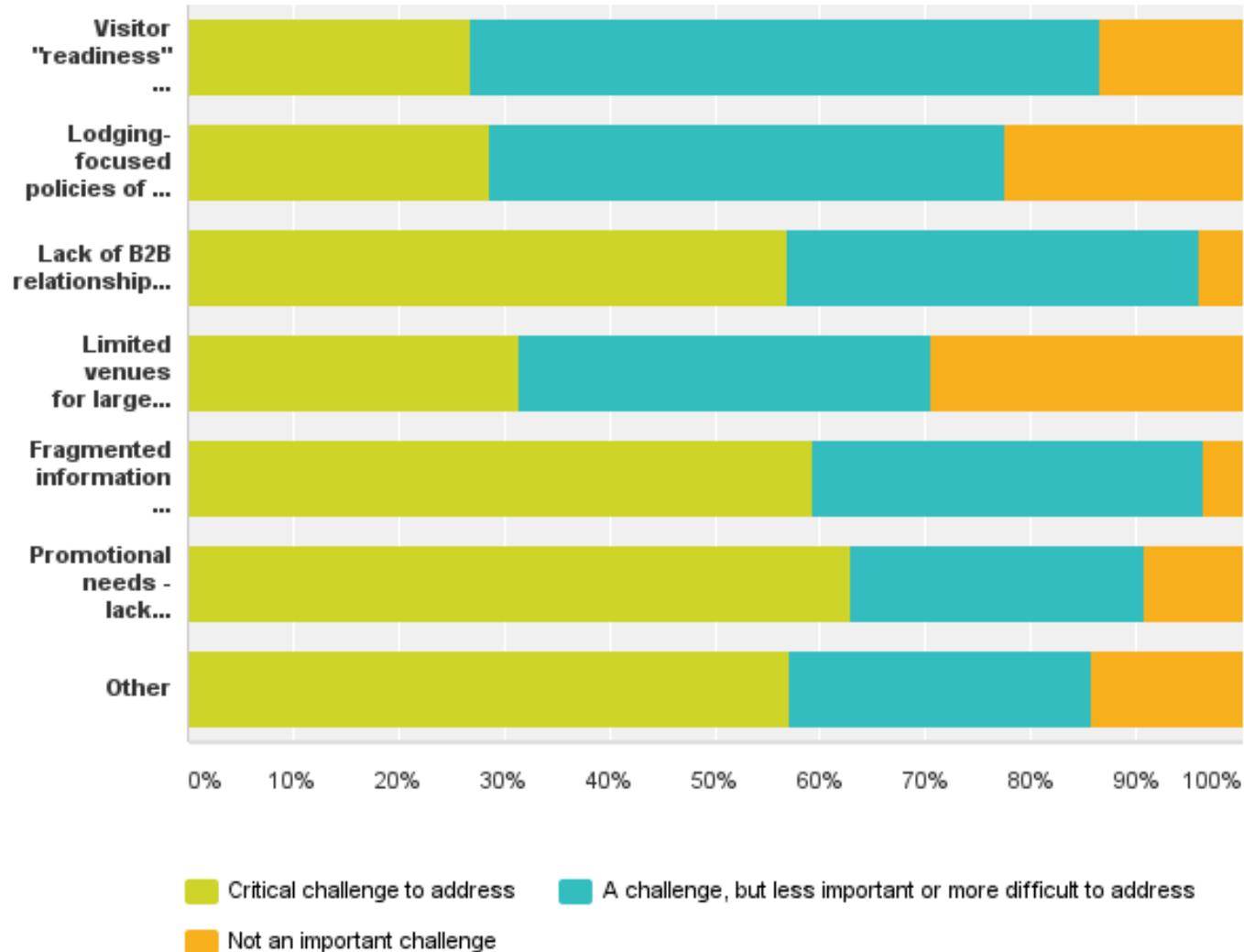
Strengths:

- Quality and Authenticity
- Affordability and Accessibility
- Higher Education
- Local Resources



Q4 What are the biggest challenges you or the industry face in developing agri-culinary tourism? (Please rank)

Answered: 56 Skipped: 2



Agri-Culinary Tourism Implementation Plan:

Possible Strategies:

- Strengthen existing product
- Build new product
- Better market
- Promote collaboration and linkages
- Provide backbone institutional support

Group Discussion:

7:10 – 8:00

- What should we do to enhance and leverage our local agri-culinary tourism assets?
- What should we do to better market local agri-culinary tourism?
- What support do you or does the local industry need?



Tourism Plan Workshop

Group Reports: "Top Ideas"

- ID Kid friendly farm and BBs
- Interactive map without pay-to-play
- Wholesale ad time and radio buys
- App for location services that shows you Ag-culinary goodies
- Advocacy group for smaller businesses
- Education for locals and visitors, wide sense of identity, staff training
- Collaboration (meets and greets, central source of info)
- Communicating our quality of life with promos, hands on, one on ones
- Snippets of video stories for promotional use (everyday to us is exotic to others)
- Local familiarization tours to learn our community resources

Group Reports:

- One dedicated full time Ag-Culinary person
- Motto “What’s Local?” with possible monthly publication, scan the barcode and pop up list of local ingredients, of local food (app?)
- Centrality of food experience in tourism – supportive infrastructure, signage, bring the farm to the city
- Exciting young hip(pie) market, youth-specific marketing, one to one experiences
- Working with CVB, I<3 NY, create a farm-to-table trail (tour? Self-guided?)
- Use students as a resource to brainstorm ideas
- Cohesive packaging, local chef meets a group and takes them on a “culinary journey” (foraging, u-picks, cooking)
- Launch points for culinary journeys / trails to increase accessibility
- Marketing “passports” for students, pull students into Ag-Culinary mission by giving them tools to go to events, #s, pics
- Ag-culinary map-app
- Business to business networking, online connectivity, support, collaborations

Group Reports:

- Branding / packaging – “Heritage” – elevating peasant food and giving it a story – tie in with video snippet idea? – venison, mushrooms, pickles
- Harvest spare capacity as currency (a la Ithaca Hour and Ithacash)
- Educational “grassroots university” – workshops, mini apprenticeships for all (kids, elderly)
- Bottom-up brand people are invested in
- Experience / learning / education – Tompkins County Cooking Classes Collaboration
- Real time u-pick updates (app? Tie in with map-app ideas?)
- Marketing for businesses with commitment to local food use

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