

Appendix A - Possible Actions

Source	Tompkins County Agriculinary Tourism - POSSIBLE ACTIONS	Strategy	Category 1	Category 2	Theme 1	Theme 2	Theme 3
Group 1	Enhance assets by creating an accessible inventory divided by category	Enhance Existing	Asset Identification	Packaging	Inventory	Database	
Group 8	Farms that sell retail (sell packages for picnics)	Enhance Existing	Asset Identification	Packaging	Farms	Local Products	
Group 8	ID kid friendly (interactive map w/o buy-in)	Enhance Existing	Asset Identification	Packaging	Families	Maps	Inclusive
Group 8	Identify which farms are child/tour/dog friendly (partner with bicycle map/identify places thatrent bicycles)	Enhance Existing	Asset Identification	Thematic Focus	Families	Dogs	Bicycles
Feedback form	Physical signage for Wayfinding	Enhance Existing	Asset Identification		Wayfinding signs		
Group 10	Better signage related to restaurants, markers, places to hang out around restaurants (ex. Special place/experiences)	Enhance Existing	Asset Identification		Signage		
Group 3	Enhance and leverage local agriculinary tourism assets (550+ operating farms/inventory of farms in Tompkins County - (who does?), inventory of culinary assets, Farm to Fork database	Enhance Existing	Asset Identification		Farms	Farm to Fork	Database
Group 3	Wayfinding signage	Enhance Existing	Asset Identification		Signage	Wayfinding	
Strategic Tourism Plan "Possible Action"	Catalog and market exceptional culinary activities	Enhance Existing	Asset Identification				
Surveymonkey "Possible Actions"	Take an inventory of businesses that could be interesting to tourists	Enhance Existing	Asset Identification		Inventory		
Group 7	B&B's (A book about our chefs and places)	Enhance Existing	Communication Strategy		Lodging	Publication	
Strategic Tourism Plan "Possible Action"	Encourage the animators of current exceptional culinary activities to explore the tourist market and link with others and apply for tourism program funding for specific products and initiatives	Enhance Existing	Develop Current Asset	Partnership	Funding		
Strategic Tourism Plan "Possible Action"	Enhance existing local agritourism "trails" including the wine trails, and the Finger Lakes Cheese Trail	Enhance Existing	Develop Current Asset		Trails		
Surveymonkey "Possible Actions"	Develop unified system of distribution of locally produced food to restaurants	Enhance Existing	Develop Current Asset		Food Distribution	Farm to Table	
Surveymonkey "Possible Actions"	Visitor Experience at local farms - i.e. tours, etc	Enhance Existing	Develop Current Asset		Farms	Tours	
Surveymonkey "Possible Actions"	Stronger advertising/marketing for the aforementioned events.	Enhance Existing	Develop Current Asset				
Surveymonkey "Strategies"	there are already a bunch of cool culinary/ag related promotional efforts, ranging from food truck events to cider week to farmers markets to CSA's. Instead of reinventing the wheel, support this talent and diversity financially through a grant program.	Enhance Existing	Develop Current Assets	Funding	Grassroots	Grants	
Surveymonkey "Possible Actions"	strengthen capacity -- farms & culinary destinations to host visitors	Enhance Existing	Develop Current Assets	Technical Assistance	Visitor-readiness		
Surveymonkey "Strategies"	ensure our current products understand what it means to be "tourism ready"	Enhance Existing	Develop Current Assets		Visitor-readiness		
Surveymonkey "Strategies"	Focus on developing production of value-added products.	Enhance Existing	Develop Current Assets		Food Products		
Group 7	Passports - experience (get with student life)	Enhance Existing	Packaging	Audience	Passport	Students	
	Maps	Enhance Existing	Packaging	Communication Strategy	Maps		

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Feedback form	Farm trail map and website gallery	Enhance Existing	Packaging	Communication Strategy	Maps		
Feedback form	CVB to develop farm to table tour/map	Enhance Existing	Packaging	Communication Strategy	Maps	Tour	Farm to Table
Feedback form	Trails - make easy to market and accessible via mobile App	Enhance Existing	Packaging	Communication Strategy	App	Trails	
Feedback form	Packaging trip coordination and targeted marketing	Enhance Existing	Packaging	Communication Strategy	Tours / Itineraries	Targeted	
Feedback form	Packaging -- Books highlighting agritourism in hotel rooms/marketing for college students	Enhance Existing	Packaging	Communication Strategy	Publication	Students	
Feedback form	An App that includes a passport that takes people around different locations in Ithaca	Enhance Existing	Packaging	Communication Strategy	App	Passport	
Group 7	Kiosks of local products at CVB during Summer or at festival loctions	Enhance Existing	Packaging	Communication Strategy	Local Products	CVB	Events
Group 7	Development of better trails (maps available on Google Maps)	Enhance Existing	Packaging	Develop Current Asset	Trails	Maps	
Group 7	Passport to the Commons (area on commons housed by various vendors through rotating merchants "Taste of Finger Lakes" "Taste of New York")	Enhance Existing	Packaging	Partnership	Passport	Taste of NY	
Group 8	Work with existing tours to expand to include farm stops	Enhance Existing	Packaging	Partnership	Tours	Farms	
Group 8	Be able to do overlay of different trails (include businesses that arent on the cheese and wine trails)	Enhance Existing	Packaging	Seclection Criteria	Trails	Inclusive	
Group 9	Set up calendar for farm dinners (mobile unit for doing farm to table dinners)	Enhance Existing	Packaging	Thematic Focus	Calendar	Farm Dinners	
Feedback form	App with walking map, wayfinding technology to tie in to what's close by	Enhance Existing	Packaging	Wayfinding	Maps	App	
Feedback form	Packages with local farms (tours, products)	Enhance Existing	Packaging		Farms	Tours	Local Products
Feedback form	Winter packaging (winter-time activities)	Enhance Existing	Packaging		Winter		
Group 5	Create an umbrella trail that breaks down into individual trails	Enhance Existing	Packaging		Trail		
Group 7	Visitor package for sharing culinary tour	Enhance Existing	Packaging		Tour		
Feedback form	Customized culinary trail tours (farm stops, wineries, etc.)	Enhance Existing	Packaging		Tours		
Feedback form	Create one big interactive map with layers (cheese, wine, farms, and beer)	Enhance Existing	Packaging		Map	Multi-layered	
Group 11	The "Trail Mix" is what we need (mix APP that connects all the agriculinary components)	Enhance Existing	Packaging		App	Trails	
Group 3	Ithaca agriculinary APP	Enhance Existing	Packaging		App		
Group 3	Ithaca agriculinary APP and Maps (create your own trail)	Enhance Existing	Packaging		App	Maps	Trails
Group 5	Create an APP that everytime someone come close to a cheese producer, sustainable farm, or winery it alerts the phone owner	Enhance Existing	Packaging		App		
SurveyMonkey "Possible Actions"	coordinated programming	Enhance Existing	Packaging		Coordination		
SurveyMonkey "Possible Actions"	Foodie tours/packages that have a number of ag/food locations	Enhance Existing	Packaging		Tours		

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Surveymonkey "Possible Actions"	Stronger coordination for the aforementioned events.	Enhance Existing	Packaging		Coordination	Events	
Group Enhance Existing	36 hours in Tompkins County (tours)	Enhance Existing	Packaging		Tours		
Feedback form	Farm tours linked to bigger events	Enhance Existing	Packaging		Tours	Events	
Feedback form	Treasure hunt with weekly recipe checklist	Enhance Existing	Packaging		Treasure Hunt	Recipes	
Feedback form	Tompkins County culinary trail map with interactive App	Enhance Existing	Packaging		Maps	App	Trails
Group 10	Create an initiative (Finger Lakes 500 - the 500 experiences that everyone who loves the Finger Lakes should have one time--maybe involves a passbook)	Enhance Existing	Packaging		Finger Lakes	Marketing Concept	
Surveymonkey "Possible Actions"	Identify local nonperishable foods that can be mixed-and-matched for an Ithaca-themed gift basket in time for holiday giving.	Enhance Existing	Packaging		Food Products		
Group 3	More winter business promotion and collaboration	Enhance Existing	Packaging		Coordination	Winter	
Group 9	Online forums for farm based lodging central clearinghouse	Enhance Existing	Packaging		Farm-Based Lodging		
Feedback form	Create Ithaca culinary App and Map (create your own trail App)	Enhance Existing	Packaging	Communication Strategy	Maps	App	Trails
Group 3	Trails - What do we have? Possible collaborations among businesses (portals, trails, events, organizations)	Enhance Existing	Partnership	Asset Identification	B2B	Trails	
Feedback form	Have B&B's sell local products they serve	Enhance Existing	Partnership		Lodging	Local Products	
Group 11	FLTA is a resource (who can maintain the APP and keep it up to date?)	Enhance Existing	Partnership		FLTA		
Strategic Tourism Plan "Possible Action"	Explore partnership with Wegman's on Culinary Tourism initiatives	Enhance Existing	Partnership		Wegmans		
Feedback form	Tie in activities for the Cayuga Nature Center and Museum of the Earth in order to keep tourists in the Ithaca area	Enhance Existing	Partnership		CNC/MOE	Packaging	Cross-Promotion
Feedback form	Identify all kid friendly venues	Enhance Existing	Thematic Focus	Asset Identification	Families	Facilities	
Group 1	Using educational assets to provide agritourism opportunities (workshops, educational tours, etc.) Bottom -Up branding	Enhance Existing	Thematic Focus	Consumer Message	Educational	Bottom-up brand	
Group 10	Bringing in elements that make it family and kid friendly (create a pass-book, app, scavenger hunt linked with gis map being created)	Enhance Existing	Thematic Focus	Package	Families	App	Map
Group 10	Bring the ag into the city highlighting the bond between them (outdoor edible museum/outdoor park -- making a connection from farms to city)	Enhance Existing	Thematic Focus		Farm - City		
Group 13	cooking, spirits, beer - tie into tourism	Enhance Existing	Thematic Focus		Cooking	Spirits	Beer
Group 2	Local farm tours (greater than outsiders)	Enhance Existing	Thematic Focus		Farms	Tours	
Strategic Tourism Plan "Possible Action"	Expand and promote farmstays, B&Bs on the farm	Enhance Existing	Thematic Focus		B&Bs	Farm-Based Lodging	
Surveymonkey "Possible Actions"	Rural driving routes to farms could include bike routes	Enhance Existing	Thematic Focus	Asset Identification	Wayfinding	Signage	Bicycles

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Surveymonkey "Possible Actions"	Improve and promote farm based tours/visitation	Enhance Existing	Thematic Focus	Develop Current Asset	Farms	Tours	
Surveymonkey "Possible Actions"	More support for "Dinner-on-the-farm"-type events (i.e. Chefs preparing meals on location at a farm, using products from that farm and other locals.) focusing on making the price range a bit more varied, and thusly more accessible for markets of any income-bracket.	Enhance Existing	Thematic Focus	Develop Current Asset	Farms	Event	Dinner-on-the-Farm
Surveymonkey "Challenges"	I think touring farms unless in a format like the Art Trail is off brand. Restaurants, farmers markets, wineries etc. is where this should be expressed unless through "special" events.....the Farmers need to work.....	Enhance Existing	Thematic Focus		NOT Farms	Restaurants	Wineries
Feedback form	Promote the take home foods and products available at B&B fairs	Enhance Existing					
Group 9	Get tourists to see product delivery by farmer	Enhance Existing					
Surveymonkey "Challenges"	Weather killing my plants. Limits on personal energy. Limited transport capacity.	Enhance Existing					
Group 4	Offer breaks to those who participate in initiatives	Institutional Support	?				
Surveymonkey "Strategies"	encourage more local processing facilities such as slaughter houses for local livestock	Institutional Support	Advocacy	Facilities	Meat Processing		
Group 11	Should be at County-level to represent small producers. FDA example (how to solve problems with government agencies. Need a voice from Tompkins County to interface with government agencies	Institutional Support	Advocacy				
Surveymonkey "Possible Actions"	Convene a joint regulatory relief task force to identify major regulatory roadblocks to agri-tourism development for small farm producers	Institutional Support	Advocacy		Regulatory Relief		
Surveymonkey "Challenges"	Fracking and gas storage (Seneca Lake to start with, other lakes threatened because they, too, have salt caverns around their perimeters, which are destined to hold frack-gas and other fossil fuel products and which are highly susceptible to explosions, fires, and leakages. The entire fracking industry will end the sustainable agriculture idyll we all envision. We must make this the top priority, or all our other good work will be for nought.	Institutional Support	Advocacy		Competing industry		
Surveymonkey "Strategies"	Again, if we don't stop fossil fuel expansion and infrastructure buildout, all of this wonderful work is moot.	Institutional Support	Advocacy				
Feedback form	Uniform front of agricultural products and food producers supported by Local Government to stand united against State and Federal food regulatory activism which is hindering or in some cases preventing small scale processors from succeeding	Institutional Support	Advocacy		Food Products	Labeling	Regulations
Feedback form	Support local currency (having tourists exchange us dollars for ltha-cash)	Institutional Support	Advocacy		Local currency		
Feedback form	County-level committee representing producers including legal support or other unified voice	Institutional Support	Advocacy		Ongoing Committee		
Group 11	Need to standardize experiences in some way	Institutional Support	Certification				
Group 13	Finger Lakes products certifications (program that supports restaurants that are using local products	Institutional Support	Consumer Messa Certification		3rd party certification.		
Surveymonkey "Possible Actions"	Discussion of event spaces for large indoor tourism events	Institutional Support	Facilities				
Group 4	Infrastructure - challenges for big tours?	Institutional Support	Facilities		Large Venues	Tours	

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Group 4	Regional culinary centre (trade shows, conferences)	Institutional Support	Facilities		Culinary Center		
Feedback form	Purchase or lease big box store that has gone out of business for parking of buses after farmers market	Institutional Support	Facilities		Bus Parking	Farmer Market	
Surveymonkey "Possible Actions"	Recognize & Support existing businesses with programming & \$\$\$-making opportunities	Institutional Support	Funding	Technical Assistance			
Surveymonkey "Challenges"	more financial support for current grassroots marketing efforts	Institutional Support	Funding		Grassroots Marketing Efforts		
Surveymonkey "Possible Actions"	Provide incentives (tax and promotional) for new agriculinary tourism ventures, especially in less developed areas of the county	Institutional Support	Funding				
Surveymonkey "Challenges"	Funds available for agri-tourism businesses to get involved in programs and advertise on behalf of their business	Institutional Support	Funding		Support for Businesses		
Surveymonkey "Possible Actions"	Create a grant program for producer driven agri-culinary events and promotional campaigns.	Institutional Support	Funding		Grants		
Surveymonkey "Strategies"	Funding for training, marketing & promotion.	Institutional Support	Funding				
Surveymonkey "Strategies"	help alert businesses of funding opportunities that exist to advance agri-tourism	Institutional Support	Funding				
Surveymonkey "Strategies"	provide grants for the growth of businesses involved in tourism.	Institutional Support	Funding		Support for businesses	Grants	
Group 7	October Food Security Conference at Cornell	Institutional Support	Funding				
Group 4	Funding - agriculinary tourism grants (Is there an organization to promote local food? -- Outreach	Institutional Support	Funding	Staffing	Grants		
Group 1	Workshop funds (easy grants encourage risk- transferable insurance) promotional assistance	Institutional Support	Funding	Technical Assistance			
Group 5	More money to local businesses (get for-profit businesses into large markets)	Institutional Support	Funding	Technical Assistance	Food Products		
Feedback form	Cornell Global Food Security Conference (October 2015) --present agriculinary tourism ideas for funding	Institutional Support	Funding				
Feedback form	Occupancy tax to go directly to social media for promotion of local agriculinary tourism	Institutional Support	Funding		Room Tax	Social Media	
Feedback form	Pool money for start-ups	Institutional Support	Funding		Support for Businesses		
Feedback form	Funding either via CVB or Chamber promoting agriculinary tourism	Institutional Support	Funding		CVB	Chamber	
Feedback form	Tax incentives or financial assistance to make local providers affordable to access by small businesses	Institutional Support	Funding		Tax Incentive	Incentives	Local Procurement
Group 3	Tax incentive for buying local	Institutional Support	Funding		Tax Incentive	Local Procurement	
Group 5	Create a pool of money for start-up businesses to help them survive and and continue to be sustainable	Institutional Support	Funding		Support for Businesses	Start-UP	
Group 5	Funding support for "for profit" create new avenue to market -- Income: room taxes/chamber dues	Institutional Support	Funding		Support for Businesses		
Strategic Tourism Plan "Possible Action"	Actively support a tourism role for the Tompkins County Restaurant Association	Institutional Support	Partnership				
Group 1	Run study to learn what tourists want/what producers are missing to create links	Institutional Support	Research				

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Group 3	What are busineeses intentions in doing educational and recreational programming	Institutional Support	Research				
Group 3	Identify /location/firm/ activity (what keeps restaurants from buying locally?) -- Cost/supply/delivery/farms not marketing	Institutional Support	Research		Local Procurement		
Feedback form	Resource challenge to acquire funds, create a website/url	Institutional Support	Staffing	Funding	Secure Funding	Develop/Maintain Content	
Feedback form	Main point of contact/administrator to collect/distribute information	Institutional Support	Staffing		Information Hub		
Feedback form	Need a dedicated team to collaborate, communicate and implement these ideas	Institutional Support	Staffing				
Group 2	One full-time agritourism person to focus on these ideas	Institutional Support	Staffing				
Strategic Tourism Plan "Possible Action"	Explore possibility of hiring a coordinator focused on culinary tourism marketing and product development	Institutional Support	Staffing				
Feedback form	Create a person or group of people to serve a coordinating role - facilitating relationships and creating tour packages	Institutional Support	Staffing				
Group 5	Fund a position for the CVB to promote the region	Institutional Support	Staffing	Funding	CVB		
Surveymonkey "Possible Actions"	Continue or expand technical assistance to aspiring food entrepreneurs	Institutional Support	Technical Assistance		Support for Businesses	Food Products	
Surveymonkey "Possible Actions"	Provide list of resources available-funding, media, logistical support for partnerships and how to request	Institutional Support	Technical Assistance				
Feedback form	Subsidize locals participatifon in FLX-affiliated coursework	Institutional Support	Training	Funding			
Surveymonkey "Strategies"	train accomodation partners as agri-tourism specialists	Institutional Support	Training		Lodging		
Feedback form	Amp up WWOOF or have own volunteer base-camp (through Groundswell?)	Institutional Support	Volunteers				
Feedback form	Develop Programs and packages for tourists that encourage the use of currency to get more mileage out of their money (via bonus on buy-in ex. \$100 gets you \$MarketingEnhance ExistingInstitutional Support)	Institutional Support					
Surveymonkey "Possible Actions"	Convene a joint marketing committee	Institutional Support					
Surveymonkey "Possible Actions"	The idea of a marketing sub-committee	Institutional Support					
Surveymonkey "Possible Actions"	Form committees	Institutional Support					
Surveymonkey "Possible Actions"	Empanel a broad board of people to establish broad strategic plan	Institutional Support					
Feedback form	Nominate one agritourism representative	Institutional Support					
Group 9	Chefs who will drive hours to get local meat because producers cannot deliver anymore	Institutional Support			Food Distribution		
Group 5	Cayuga East Trail - volunteer work - low price	Institutional Support					
Group 7	Set steps for a restaurant full of experiences	Institutional Support					
Feedback form	Creating connections with colleges to add the new "Agriculinary Tourism" to their visits	Marketing	Audience	Communication Strategy	Students	Parents	

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Feedback form	Bring NYC Visitors (partner with Wine Water and Wonders?)	Marketing	Audience	Communication Strategy	Target	NYC	Regional partnership
Feedback form	Attract urban families to tour events (take care of all details including childcare so parents can go on wine tours and see music)	Marketing	Audience	Communication Strategy	City-Dwellers	Families	Tours
Group 5	Reach out to Cornell using bright, young energy to create something	Marketing	Audience	Communication Strategy	Students		
Group 7	Highlight the region (orientation at the colleges) "Life in the Finger Lakes"	Marketing	Audience	Consumer Message	Students	Finger Lakes	
Group 9	Advertise ideas of places parents can take their kids	Marketing	Audience	Consumer Message	Families		
Surveymonkey "Possible Actions"	Inventory our target audience.	Marketing	Audience		Research	Target	
Surveymonkey "Possible Actions"	Marketing Agritourism to families & children	Marketing	Audience		Families		
Surveymonkey "Strategies"	Different strategies for different target markets (retirees, hipsters, etc.)	Marketing	Audience		Target	Differentiate	
Feedback form	Specify and diversify who we're marketing to	Marketing	Audience		Target		
Feedback form	Specific targeting to undergrads particularly about friendly activities /destinations	Marketing	Audience		Target	Students	
Feedback form	Marketing to parents of Cornell University and Ithaca College parents	Marketing	Audience		Target	Parents	
Group 10	Capitalize on city-folk with \$ (create a hipster hotel) Catskills are slammed-Usher this demographic here	Marketing	Audience		City-Dwellers	Target	
Group 2	Who is traveler? (mix and match - build your own itinerary)	Marketing	Audience		Differentiate	Itineraries	
Group 2	Identify target markets (how we are different from Napa and Hudson Valley) Rural?	Marketing	Audience		Differentiate		
Group 2	R+D Competitive analysis -- Regional clusters (hot spots) -- How do we draw people?	Marketing	Audience		Research	Target	
Group 9	Promote to new students and parents (ex. Restaurants, farmers markets) "So much more to see!!"	Marketing	Audience		Students	Parents	
Group 9	Get parents to extend their stay for a day or two	Marketing	Audience		Parents		
Strategic Tourism Plan "Possible Action"	Work to attract culinary specialty groups to Ithaca for conferences	Marketing	Audience		Conferences		
Surveymonkey "Possible Actions"	Analysis of regional or city-specific advertising focus	Marketing	Audience		Research	Target	
Surveymonkey "Possible Actions"	Demographic analysis for targeted groups	Marketing	Communication Strategy		Research	Target	
Group 7	Marketing in NYC -- Finger Lakes farmers markets	Marketing	Communication Strategy	Audience	NYC	Finger Lakes	Farmers Markets
Feedback form	(Educational retreats/experiences) -- Develop different marketing strategies for different demographics of folks. Acknowledge and embrace the long history of sustainability here, to use as a draw for learning	Marketing	Communication Strategy	Consumer Message	Differentiate	Sustainability	Educational retreats
Feedback form	Better visibility of Farm to Fork (Teaching life skills community cooking demos at the farmers markets/choose your own adventure with a plotted course for people to visit with choices)	Marketing	Communication Strategy	Consumer Message	Ithaca Fork	Itineraries	Cooking Demos
Group 2	Trade publications/reciprocal advertising partnership (top 10 to 20 destinations)	Marketing	Communication Strategy	Consumer Message	Publication	Partnership	ID Top Destinations
Surveymonkey "Possible Actions"	Unified marketing campaign to promote the region as a Napa of the East with all resources and Ithaca has the hub for branching out	Marketing	Communication Strategy	Consumer Message	Brand	Finger Lakes	Regional Partnerships

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Surveymonkey "Possible Actions"	Agritourism Marketing Materials - Maps & Brochures	Marketing	Communication Strategy	Packaging	Maps	Brochures	
Surveymonkey "Possible Actions"	create a database of all the farms/farmers/producers etc. and build a website that begins to describe this	Marketing	Communication Strategy	Selection Criteria	Database	Website	
Group 3	Local makers coffee book	Marketing	Communication Strategy		Publication		
Surveymonkey "Challenges"	Cross promoting with hotels and other attractions	Marketing	Communication Strategy		Cross-promotion		
Surveymonkey "Possible Actions"	Develop a regional (not just Tompkins County) marketing plan	Marketing	Communication Strategy		Regional Partnership	Marketing Plan	
Surveymonkey "Possible Actions"	Seeking out Online and Print coverage on Agritourism for our area	Marketing	Communication Strategy		PR		
Surveymonkey "Possible Actions"	Create social media resources	Marketing	Communication Strategy		Social Media		
Surveymonkey "Possible Actions"	marketing strategy	Marketing	Communication Strategy		Marketing Plan	Research	
Feedback form	Wholesale purchasing of airtime co-op (FL Tourism Alliance)	Marketing	Communication Strategy				
Feedback form	Monthly publication with motto as the name/Link to website that ranks what % of local food restaurants are serving/barcode on menu's with pop-ups of farmers,restaurants and farmers markets	Marketing	Communication Strategy		Publication	Brand	Local Food
Feedback form	Individual testimonial/suggestion site for locals (day trips for tourists)	Marketing	Communication Strategy		Locals	Testimonials	
Feedback form	Promote FLX at Corning Glass Museum	Marketing	Communication Strategy		Regional Partnership	CMOG	
Feedback form	ILOVENEY farm to table marketing (offer local businesses to present at meeting breaks/table food challenges)	Marketing	Communication Strategy		Regional Partnership	IloveNY	
Feedback form	Consolidate tourism brochures	Marketing	Communication Strategy		Consolidate Brochures		
Feedback form	More winter agriculinary promotion by CVB	Marketing	Communication Strategy		CVB	Winter	
Feedback form	Taste of New York (target students and families)	Marketing	Communication Strategy		Regional Partnership	Taste of NY	
Feedback form	Edible finger Lakes	Marketing	Communication Strategy		Regional Partnership	Edible Finger Lakes	
Feedback form	Taste of New York	Marketing	Communication Strategy		Regional Partnership	Taste of NY	
Feedback form	Comprehensive tourism website	Marketing	Communication Strategy		Website		
Feedback form	Consolidate all of the tourism brochures (or atleast some of them)	Marketing	Communication Strategy		Consolidate Brochures		
Group 1	Stories/pictures/PR hits	Marketing	Communication Strategy		Stories	PR	
Group 10	Contract with marketing companies in NYC to promote the Finger Lakes	Marketing	Communication Strategy		PR	Finger Lakes	
Group 10	Non-traditional marketing that will take care of the people doing the realist work here	Marketing	Communication Strategy		Non-traditional		
Group 3	CVB rework the website/ Farm to Fork	Marketing	Communication Strategy		Website	Ithaca Fork	

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Group 3	Marketing initiatives (dedicated PR campaign, bloggers, writers, more public relations)	Marketing	Communication Strategy		PR	Writer	
Group 3	Trip Advisor/Yelp (unique & different experiences)	Marketing	Communication Strategy		3rd Party Sites		
Group 3	Dedicated PR effort writer/blogger/other influences	Marketing	Communication Strategy		PR	Writer	
Group 5	Use a major percentage of tax dollars to be reinvested into social media	Marketing	Communication Strategy		Social Media		
Group 7	CVB tourism promotion - higher lead one stop shop on web	Marketing	Communication Strategy		CVB	Website	
Group 7	Commons awareness (marketing gap - visibility of resources ex. CVB)	Marketing	Communication Strategy		CVB	Commons	
Group 7	Taste of New York - NYS Tourism (how do we leverage/get regional grant) - use farmers markets as a launch	Marketing	Communication Strategy		Regional Partnership	Taste of NY	Farmers Markets
Group 8	Packaged winter promotions	Marketing	Communication Strategy		Winter	Tours / Packages	
Group 9	Enlist a writer for agriculinary articles in free newspapers (students read)	Marketing	Communication Strategy		PR	Writer	
Group 9	Agriculinary related "Ithaca Times"	Marketing	Communication Strategy		Publication		
Strategic Tourism Plan "Possible Action"	Study and report on the feasibility of expanding the "trail" concept to beer and other local value-added products	Marketing	Communication Strategy		Regional Partnerships	Trails	Itineraries
Surveymonkey "Possible Actions"	A comprehensive marketing plan is key - if this has been developed I would love to see it discussed and key community stakeholders identified for collaboration efforts and mutual support.	Marketing	Communication Strategy		Marketing Plan		
Surveymonkey "Possible Actions"	A unified map and calendar of all agriculinary related destinations and events	Marketing	Communication Strategy		Map	Calendar	
Surveymonkey "Possible Actions"	create a cohesive branding strategy	Marketing	Communication Strategy		Brand		
Surveymonkey "Possible Actions"	Live radio feeds from farmers markets, interviewing vendors and customers.	Marketing	Communication Strategy		Farmers Markets Radio		Stories
Surveymonkey "Possible Actions"	Marketing Plan with metrics for review	Marketing	Communication Strategy		Marketing Plan		
Surveymonkey "Possible Actions"	Unified Marketing Materials by April of 2015	Marketing	Communication Strategy		Consolidate Brochures	Website	Unified
Group 3	Food Network show in the Finger Lakes	Marketing	Communication Strategy		TV Show	Finger Lakes	
Group 11	Wholesale purchasing expensive advertising and branding (Brew Central-feature agri-business)	Marketing	Communication Strategy		Wholesale purchase of ads		
Email comment	The region is saturated with organizations each pretending to be the ultimate guide. Creating a new web site consolidating the data from all these regional organizations, I am afraid would only add one more confusing entity. Would it be possible to team up with an existing (no fee based) site such as the Tourist Bureau's and use your funds to promote a more aggressive state and nation wide SEO and promotion of our region.	Marketing	Communications Strategy		Website		
Surveymonkey "Strategies"	Cross promotion of different sectors of agri-tourism and weaving the connectivity between each faucet together in to one cohesive message.	Marketing	CommunicationS trategy	Packaging	Cross-promotion	Brand	
Surveymonkey "Possible Actions"	Stronger "Finger Lakes" presence on the Visit NY TV ads (CIA and Hudson Valley have a disproportionate presence in these ads)	Marketing	CommunicationS trategy		Partnership	I Love NY	Finger Lakes

Appendix A - Possible Actions

Source	Tompkins County Agriculinary Tourism - POSSIBLE ACTIONS	Strategy	Category 1	Category 2	Theme 1	Theme 2	Theme 3
Surveymonkey "Strategies"	Broad regional strategies, positioning, thinking across segments to market the broad whole of the food business here.	Marketing	CommunicationS strategy		Regional	Brand	Broad
Surveymonkey "Strategies"	Cross-promotion with other Agriculinary Tourist destinations	Marketing	CommunicationS strategy		Cross-promotion		
Strategic Tourism Plan "Possible Action"	Encourage the stability of Fingerlakes Culinary Bounty	Marketing	CommunicationS strategy		Regional Partnerships	Finger Lakes Culinary Bounty	Brand
Surveymonkey "Possible Actions"	Create a "Michelin Guide" type guide for the region specific to the local farm to table set- including a "Bib Gourmand" type section for economical but excellent food	Marketing	CommunicationS strategy		Publication	Farm to Table	Guide
Surveymonkey "Possible Actions"	Create a booklet a la the cheese trail, art trail, and wine trail of eateries and retail places to enjoy local foods.	Marketing	CommunicationS strategy		Publication	Farm to Table	
Surveymonkey "Possible Actions"	create a platform for cross promotional opportunities for farms	Marketing	CommunicationS strategy		Farms	Cross-Promotion	
Group 4	Drawing people in (wineries for weekends/tours originating in NYC)	Marketing	Consumer Message	Audience	NYC	Tours	Wineries
Group 2	How much adventure do you want? How to find the experiences (posts on Facebook and Twitter)	Marketing	Consumer Message	Communication Strategy	Social Media		
Group 14	Guide for students (10 square miles surrounded by... real local goods, fiercely local goods, everything you need, Everything you want, realistic/sustainable living, what's local	Marketing	Consumer Message	Communication Strategy	Students	Guide	Farm to Table / Food Products
Feedback form	Focus on local producer/retailer alliance (marketable story-board focusing on local producers)	Marketing	Consumer Message	Communication Strategy	Farm to Table	Local Products	Restaurants
Group 10	Sharing a sacred ethic, new wave of tourism: Stefan's baking classes (how to forage mushrooms) not people from Syracuse pouring off buses --nothing wrong with this just the old wave	Marketing	Consumer Message	Educational	Non-traditional	"Sacred ethic".	New wave
Group 9	Show percentage of what's local on all menu's	Marketing	Consumer Message		Farm to Table	Menus	
Strategic Tourism Plan "Possible Action"	Develop and market Ithaca as the northeast's center for the "locavore" food movement (local foods in local schools, community gardens, CSA's, farm to table association, etc.)	Marketing	Consumer Message		Brand	Farm to Table	
Surveymonkey "Possible Actions"	how do you pull it all together and create a compelling message- Hudson Valley creates an immediate image- Tompkins County does not- too many disparate pieces	Marketing	Consumer Message		Brand		
Surveymonkey "Possible Actions"	Strengthen the "Finger Lakes" brand by increasing media coverage of some of the unique qualities of our area.	Marketing	Consumer Message		Brand	Finger Lakes	PR
email	Establish a FLX logo, sponsored by Tompkins County Tourism and perhaps a few other agencies. I'm thinking about the history of the Marin Organic label, and how integrated the production was with producers and hence, agriculinary tourism there. Now the Marin Organic stamp is a highly trusted brand that leverages the trust and marketability of its members far beyond the boundaries of that county, in fact, on a national level!	Marketing	Consumer Message		Logo	Brand	
Feedback form	Motto/Logo/Brand "What's Local?" "10 square miles surrounded by what's local!"	Marketing	Consumer Message		Logo	Brand	Local
Feedback form	Branding and front line visitor contact must focus on providing an unforgettable experience	Marketing	Consumer Message		Brand	Front-line contact	Experience
Feedback form	Ithaca's biggest asset is our locals (promote local's stories) "When you come to Ithaca you'll hear the best stories"	Marketing	Consumer Message		Stories	Authenticity	

Appendix A - Possible Actions

Source	Tompkins County Agriculinary Tourism - POSSIBLE ACTIONS	Strategy	Category 1	Category 2	Theme 1	Theme 2	Theme 3
Group 1	Unified logo (get rid of \$ to play/word of mouth/consistent messages/local sustainable food "know your farmer")	Marketing	Consumer Message		Logo	Brand	Inclusive
Group 10	Possible tagline "It's not just a place, it's an experience"	Marketing	Consumer Message		Brand		
Group 11	Water should be the central theme of what draws people	Marketing	Consumer Message		Water		
Group 13	What's picking in the area (updated weekly social media -- in addition to map -- plan trips around it)	Marketing	Consumer Message		Farms	Itineraries	Social Media
Group 2	Authenticity "everyday to us is exotic to others" - share joys and passions - fascinating experiences	Marketing	Consumer Message		Stories	Authenticity	
Group 2	Stories/pictures of farmers	Marketing	Consumer Message		Stories		
Group 6	Advertise inventory of farms, bakeries	Marketing	Consumer Message		Farms	Bakeries	
Group 7	Promotion of culinary farm-based foods	Marketing	Consumer Message		Farm to Fork		
Group 9	Enhance connection between farm & plate branding	Marketing	Consumer Message		Brand	Farm to Fork	
Group 9	"Farmer of the Week" focus on weeks menu (Twitter/Facebook)	Marketing	Consumer Message		Farms	Stories	Social Media
Group 9	Brand the farm to fork idea (logo,emblem, barcode)	Marketing	Consumer Message		Logo	Brand	Farm to Fork
Strategic Tourism Plan "Possible Action"	Document the work of local chefs and growers via video for web content	Marketing	Consumer Message		Video	Chefs	Farmers
Surveymonkey "Possible Actions"	Bundled Agritourism Itineraries for large groups (ex. progressive dinners)	Marketing	Consumer Message		Itineraries	Tours	
Surveymonkey "Possible Actions"	Develop coherent presentation about why local food is good food	Marketing	Consumer Message		Local Food		
Surveymonkey "Strategies"	Put a human face on this dry PR stuff. Who are the producers and growers doing neat, challenging stuff? Why are they doing it? You gotta get a little quirky to get people's attention.	Marketing	Consumer Message	Communication Strategy	PR	Non-traditional	Authenticity
Surveymonkey "Possible Actions"	Create a network of B&Bs/ that specifically cater to foodies/agritourists.	Marketing	Relationships		B&Bs		
Group 5	SPC creates a trail map that individual businesses do not have to pay to be a part of	Marketing	Selection Criteria	Communication Strategy	Inclusive	Map	
Feedback form	Reflect the 30 mile radius model that the Ithaca Farmers Market has connecting the farm tour choices and timing of tours (Heavily focus on story telling - videos and podcasts)	Marketing	Selection Criteria		30 mile radius	Tours	Stories
Feedback form	Bring attention to farms that are not food producers/animal raisers	Marketing	Selection Criteria		Farms		
Group 5	No longer take only the members of "the trails" as example of our region	Marketing	Selection Criteria		Inclusive		
Group 7	Market research for accessible farms	Marketing	Selection Criteria		Farms	Research	Accessibility
Feedback form	CVB reach out to all (more inclusive- not only wine and cheese)	Marketing	Selection Criteria		Inclusive		
Surveymonkey "Possible Actions"	Develop a coordinated marketing campaign to target audience visitors	Marketing	Communication S Audience		Target	Coordination	

Appendix A - Possible Actions

Source	Tompkins County Agriculinary Tourism - POSSIBLE ACTIONS	Strategy	Category 1	Category 2	Theme 1	Theme 2	Theme 3
Surveymonkey "Strategies"	Social Media connections with partners promoting one another	Marketing	CommunicationS trategy		Cross-promotion	Social Media	Partnerships
Group 4	Growing food cultures- encourage and support local heirloom recipes/culture	Marketing	Consumer Message		Food Culture	Heirloom Recipes	Authenticity
Group 4	Heritage experience (food with a story)	Marketing	Consumer Message		Heritage Food	Brand	
Group 6	Education on Finger Lakes - what is grown and produced here	Marketing	Consumer Message		Education	Food Products	
Surveymonkey "Challenges"	Need content -we have strong branding that can be modified to encompass	Marketing Strategy	Communication Strategy		Content	Writing	
Feedback form	Umbrella the Canadian marketing organization, Florida - include standards for entry, Midwest - wine trails police organizations well	Marketing, Institutional Support	Selection Criteria		Standards		
Group1	City tours (film industry)	New Product	Audience	Tours	Film industry		
Group 1	Program for kids for when parent are on wine tour/summer camp for city kids	New Product	Camp		Families		
Group 4	Developing rooted regional cuisine (tribal roots- different bi-cultural backgrounds)	New Product	Consumer Message		Food Culture	Authenticity	
Feedback form	Teaching cooking classes in places people already are (Cornell, restaurants, farmers markets)	New Product	Educational		Cooking Classes		
Feedback form	Cooking classes with products you harvest yourself	New Product	Educational		Cooking Classes	Farm to Table	
Group 1	Elder hostels with learning opportunities and outreach	New Product	Educational		Road Scholar		
Group 7	Agri stewardship (cook together at farm house)	New Product	Educational		Farm	Cooking	
Group 7	Cooking classes at Coltivare (pick veggies and cook them as part of team building)	New Product	Educational		Cooking Classes	Coltivare	
Surveymonkey "Possible Actions"	create a world class educational opportunity for agri-foodies and/or food creators	New Product	Educational				
Group 8	Wine Camp -- come back over a summer to do hands on farm work	New Product	Educational	Camp	Farms	Wine	
Group 9	Live cooking demonstration with guest chefs and a featured vegetable of the week	New Product	Educational	Event	Demonstration	Chefs	
Group 12	Make culinary courses available at reduced rate for local farm and food center/museum	New Product	Educational	Facility	Cooking Classes		
Feedback form	Create world class educational opportunity for chefs	New Product	Educational		For Chefs		
Group 13	Offer a series of classes showcasing local produce and wine (education piece on producers)	New Product	Educational		Classes		
Group 8	Educational events at farms (butchering)	New Product	Educational		Farms	Meat Processing	
Group 8	Cooking classes -- students select what they will learn to cook	New Product	Educational		Cooking Classes	Farm to Table	
Strategic Tourism Plan "Possible Action"	Explore the feasibility of cooking classes from famous Ithaca chefs such as Moosewood's David Hirsch	New Product	Educational		Cooking Classes	Chefs	
Surveymonkey "Possible Actions"	Culinary experiences for groups - i.e. - cooking demos/challenges	New Product	Educational		Demonstration	Competition	Groups
Surveymonkey "Possible Actions"	Cooking classes using local/regional food and wine	New Product	Educational		Cooking Classes		
Surveymonkey "Possible Actions"	Culinary Education seminars for visitors	New Product	Educational		Culinary		
Group 9	On farm events (farm tour, harvest, cook, eat)	New Product	Events	Tours	Farms		
	Ithaca Food and Wine Festival	New Product	Events				

Appendix A - Possible Actions

Source	Tompkins County Agriculinary Tourism - POSSIBLE ACTIONS	Strategy	Category 1	Category 2	Theme 1	Theme 2	Theme 3
Surveymonkey "Possible Actions"	supporting a Renaissance Day midsummer at the Tburg market, when vendors and customers come dance to period music in cosume.	New Product	Events				
Feedback form	FLX Food Show	New Product	Events		Food Show		
Feedback form	FLX Beer & Cider fest/Food Fest	New Product	Events				
Group 10	Need some kind of alternative radical happening	New Product	Events		Non-traditional		
Group 7	Urban Pub Crawl - Bike Tour - Restaurant Week	New Product	Events		Pub Crawl	Bicycles	Restaurants
Surveymonkey "Possible Actions"	A festival (at the Trumansburg Fair Grounds) in August of 2015	New Product	Events				
Group 4	Events/education - food producers partner to community for themed foods "Ancestral local"	New Product	Events	Education			
Feedback form	Create a community tourism kitchen (cooking competition - Local Iron Chef?)	New Product	Events	Facilities	Kitchen	Competition	
Group 6	Experience the farm in the city, young market and fermenting, central theme, foraging, cooking, fun events, heritage/locals, bottom up brands	New Product	Events		Farm - City		
Group 7	Live Iron Chef competition (teams of restaurants- public votes) involve community members and students	New Product	Events		Competition		
Surveymonkey "Possible Actions"	county wide harvest festival	New Product	Events				
Surveymonkey "Possible Actions"	Setting up culinary festivals that feature local chefs, farms, products, and special events	New Product	Events		Chefs	Farms	Food Products
Surveymonkey "Strategies"	In conjunction with existing events (e.g. Ithaca Festival, /apple festival, chili cook off), create some dedicated agri-culinary destination events	New Product	Events				
Group 9	Organized agritourism events organized with current events that bring people to town	New Product	Events	Packaging	Coordination		
Strategic Tourism Plan "Possible Action"	Develop a mushroom weekend	New Product	Events				
Feedback form	Develop more facilities (New Park Marketing)	New Product	Facilities		Lodging		
Group 4	Agriculinary center - room for buses to park for events	New Product	Facilities		Bus parking		
Surveymonkey "Possible Actions"	Develop a community venue for large events with a state-of-the-art kitchen and dining area, possibly a combination of indoor and outdoor space. It would not have to be upscale, like hotel banquet settings, but more like a farm-to-table, rustic setting. Members and groups in the community could rent the space and sponsor live food events. It would ideally be a place for collaboration of interests, including food and other community concerns.	New Product	Facilities		New event venue		
Surveymonkey "Possible Actions"	Describe three value-added products to be developed from local ag	New Product	Local Products				
Group 8	Winter -- Cross country ski with farm tour	New Product	Packaging	Tours	Farms	Wine	
Strategic Tourism Plan "Possible Action"	Develop walking or driving tours (pamphlets, apps) of linked culinary attractions	New Product	Tours	Packaging			
Feedback form	Tours for kids/Elder hosted educational tours	New Product	Tours				
Feedback form	Chef led tours	New Product	Tours		Chefs		
Group 7	Organized foodie tours	New Product	Tours		Culinary		
Group 7	Boat Gourmet on Deck (use Stewart Park for tastings)	New Product	Tours		Boat	Stewart Park	
Group 7	Group of private chef's (chef lead tours)	New Product	Tours		Chefs		
Strategic Tourism Plan "Possible Action"	Develop formal locavore tours	New Product	Tours		Farm to Table		

Appendix A - Possible Actions

Source	Tompkins County Agriculinary Tourism - POSSIBLE ACTIONS	Strategy	Category 1	Category 2	Theme 1	Theme 2	Theme 3
Group 1	Farm tours, educational tourism - (long term workers/mini apprenticeships) Have someone teach farmers how to run these workshops/set-up tours supporting for the workshops	New Product	Tours	Educational	Farms		
Group 8	Build a package with farm tours with B&B products -- take home foods and stuff for B&B's	New Product	Tours	Packaging	Farms	Lodging	
Feedback form	Full tour (beef farm, winery, restaurants)	New Product	Tours		Full Tours		
Feedback form	Tours (bicycle, cross-county, ski farm tours, holiday, tree farms)	New Product	Tours				
Group 1	Organized tours- culinary, cooking - both individual and group (with interpreters)	New Product	Tours		Culinary	Interpretation	
Feedback form	Heritage or Ancestral food tour or trail "Celebrate your Roots"	New Product	Trail		Heritage Food		
Feedback form	Eclectic tourism experiences to attract locals (ex. Grassroots *educational opportunities day-long, week-long or longer in a bakery,brewery, butcher, farm, etc.	New Product					
Group 4	"Celebrate your Roots" trail/cookbook/festival contents/kickstarter tourism award (TLAD)	New Product			Heritage Food		
Surveymonkey "Challenges"	Better transportation options for NYC folks, also consciously maintaining the balance between locals & tourists	New Product					
Task Force	Develop and promote local chef meals cooked and served in their homes on the model of www.eatwith.com , eatfeastly.com , and travelingspoon.com	New Product					
Surveymonkey "Possible Actions"	Agree on a statement of staunch opposition to fracking, pipelines, compressor stations, fossil-fuel storage, and related industrial activities in our region. (I will help draft this statement.)	Policy					
Feedback form	Inventory of existing farms and orchards/aritourism assets	Relationships	Asset Identification		Inventory		
Group 2	Robust data-base of all crafts, artisans	Relationships	Asset Identification		Database		
Feedback form	Database drawn from interested businesses to connect (Internal for business owners/external for tourists)	Relationships	Asset Identification		Database	B2B	
Group 3	Enhanced database of farms, restaurants and trails\	Relationships	Asset Identification		Database		
Group 3	On-line collaborating (business to consumer)	Relationships	Asset Identification		Online collaboration?		
Group 5	Instead of busineeses going to Tourism Authority/ Tourism Authority goes to the businesses	Relationships	Asset Identification		Offer Services to Businesses		
Surveymonkey "Possible Actions"	Provide a regional communications hub for producers, hotels, restaurants, press, etc.	Relationships	Asset Identification		B2B	Database	
Surveymonkey "Strategies"	Instead of a Food Hub , a virtual hub	Relationships	Asset Identification		Database/Direct ory		
Surveymonkey "Possible Actions"	culinary database with online access	Relationships	CommunicationS trategy		Database	Website	
Group 7	Food truck for regional access (upload food sources/resources)	Relationships	Food Distribution				
Group 10	One-stop-shop/website --GreenStar Community Projects is working on that (contact: Holly Payne	Relationships	Key Partner	Packaging	GreenStar Community Projects	Website	
Surveymonkey "Strategies"	Be sure the Farmers' Market is involved.	Relationships	Key Partner		Farmers Market		
Surveymonkey "Strategies"	Encourage incorporation of farmers market area into local festivals, establish directory for the different sectors (food, farm, and beverage) or support the development of a directory	Relationships	Key Partner		Farmers Market		
Group 10	Farm to institution is a huge opportunity that would have huge benefits for farmers	Relationships	Local Procurement	Advocacy	Farm to Institution		

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Source	Tompkins County Agriculinary Tourism - POSSIBLE ACTIONS	Strategy	Category 1	Category 2	Theme 1	Theme 2	Theme 3
Group 11	Delivery collaboration to restaurants) it is harder to get from many local providers/how to get local products available to chefs (a website with real inventory listed)	Relationships	Local Procurement		Food Distribution	Farm to Table	
Feedback form	World Café -- Collaborate and facilitate personal contact information between vendors (apps?)	Relationships	Networking		Networking Event		
Feedback form	Model of gaining collaboration/An event catered around food (people move in predetermined pattern to different tables for each cause to seed conversation and learn about each vendor's business and philosophy	Relationships	Networking		Networking Event		
Feedback form	More meetings like this one to brainstorm with producers, vintners and brewers	Relationships	Networking		B2B		
Feedback form	B2B back end database with: location, offers for collaborations (self generating)	Relationships	Networking		Database	B2B	
Group 2	Relationship building (business to business- farm trips)	Relationships	Networking		B2B	Farm Trips	
Group 3	More business to business networks	Relationships	Networking		B2B		
Surveymonkey "Possible Actions"	introducing attendees to marketing and communication initiatives, their purpose, and facilitating a brief discussion about overlapping audiences and communication goals (ex: what is the farm to fork brand? FLX Culinary Bounty? Great Local Foods Network? Farms of Distinction?)	Relationships	Networking		B2B	Technical Assistance/ Industry Education	
Surveymonkey "Possible Actions"	Annual networking meeting with performance measurement of marketing efforts and brainstorm for improvements in the next year	Relationships	Networking		Networking Event		
Surveymonkey "Possible Actions"	Hosting of industry networking events	Relationships	Networking		Networking Event		
Feedback form	Encourage local people to support and promote local businesses (more localized meetings by town/municipality)	Relationships	Networking		Networking Events	Hyper-local	
Feedback form	Collaborative efforts between businesses to market experiences to consumers with support of CVB and STPB	Relationships	Packaging		Coordination		
Group 7	Partnering with hotels for marketing resources (what products do we have? - pkg/product development)	Relationships	Packaging		Lodging	Coordination	
Surveymonkey "Possible Actions"	Bring CIA to the table.	Relationships	Partnerships				
Group 5	The fee to join the Cayuga Trails is \$5000 - The cost of entry is prohibitive	Relationships	Selection Criteria		Inclusive		
Group 5	Make a tier system for cost of belonging	Relationships	Selection Criteria		Inclusive	Trails	
Group 9	Partnership w/ adjacent counties (Tioga- not many on-farm B&B's in the area)	Relationships	Selection Criteria		Regional Partnerships		
Surveymonkey "Possible Actions"	Connect / bridge gaps/ form relationships between older & younger generations of Agri-folks	Relationships	Networking				
Surveymonkey "Possible Actions"	Involve Cornell, Ithaca College and TC3 in the process.	Relationships	Key Partner				
Surveymonkey "Possible Actions"	Outreach to other area organizations and their commitment to get on board with promotion and work collaboratively	Relationships	Packaging				
Surveymonkey "Possible Actions"	Involve Agway	Relationships	Key Partner				
Surveymonkey "Possible Actions"	How to get more invovled individually and as a business	Relationships					
Group 7	Farm tours to Ambassadors (create local development of tours to trails and experiences	Relationships					
Group 2	Break it down to neighborhoods - people do not know each other	Relationships					
Group 5	Non-profits should go to the trails and promote the business	Relationships					
Group 5	Focus on dis-connect between businesses and Not for Profits	Relationships					

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Source	Tompkins County Agriculinary Tourism - POSSIBLE ACTIONS	Strategy	Category 1	Category 2	Theme 1	Theme 2	Theme 3
Group 7	Challenge connecting restaurants with food producers	Relationships	Food Distribution				
Group 9	Improve the delivery system to move products around (regional access does this but how to get more?)	Relationships	Food Distribution				
Group 9	Contract growing arrangements between restaurants and farmers (RSA -- restaurant CSA)	Relationships	Food Distribution				
Group 9	Building local focus to help new farmers	Relationships					
Group 9	Partnerships with lodging (encourage local products)	Relationships	Key Partner				
Group 9	Downtown (urban/local connections)	Relationships	Key Partner				
Surveymonkey "Possible Actions"	develop templates of agri-culinary partnerships (if you are farm/restr./lodging, here is how you can incorporate)	Relationships					
	Supporting social justice and sustainability (as in supporting benefits for Healthy Food For All, for example)	This Plan	Values		Social Justice		
Strategic Tourism Plan "Possible Action"	Prepare Institutional Support-year Culinary Tourism strategy and implementation plan	This Plan					
Surveymonkey "Possible Actions"	Before promoting tourism, best understand what it is we are, where we are going, and how this group can help	This Plan					
Strategic Tourism Plan "Possible Action"	Research communities with "Best Practices" such as Napa and Sonoma and "Edible" magazine markets, and create a report on culinary tourism lessons for Ithaca	This Plan					
Surveymonkey "Possible Actions"	Project timeline for short term and long term of action items for businesses and Ithaca Tompkins County to complete by a dedicated timeframe	This Plan					
Surveymonkey "Possible Actions"	Review successful tourism examples ie Canandaigua	This Plan					
Surveymonkey "Possible Actions"	A holiday greeting that is sent out to all persons who participated in the agri tourism Dec Enhance Existing Marketing Institutional Support	This Plan					
Surveymonkey "Possible Actions"	Share success stories, communicate an overall Ag-Culinary strategic plan & integrate & Share with existing successful businesses and business sectors (Education, Tourism, Green, etc)	This Plan					
Surveymonkey "Possible Actions"	Produce a flow chart that explains the movement of capital through our local economy						
Feedback form	How do businesses profit with room tax? (to support ICVB - who can then support us?)						
Group 10	Soulfood - Flowers						

Appendix B - Asset Inventory List

Business Name	City	Category	Primary Enterprise	Enterprise Type	Value Added Product	Purpose	Local sales/sourcing	U-Pick	Farm Stand	Farm Store	CSA	On-site Retail	Farmers' Market Retail	Events	Visitor Experiences	Public availability
A.J. Teeter Farm	Ithaca	farm	Livestock	beef		commercial	local									
Agava	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				open to public
Alton Reed - Family Limited	Freeville	farm	Livestock	heifers		commercial										
Angel Tree Farm	Groton	farm	Livestock	alpaca		commercial										
Applegate Tree Farm	Ithaca	farm	Christmas Trees			commercial	local	U-Pick								
Aquaviva	Mecklenburg	farm	Market Grower	sprouts,salad		commercial	local						Ithaca			
Argos Inn	Ithaca	accomodations	Inn			commercial	local									open to public
Arnold Hill Farm	Ithaca	farm	Crops	Hay		commercial										
Arnot Forest	Van Etten	farm	Forest	maple		educational	local							Maple weekend		
Asbury Hill Farm	Freeville	farm	Livestock	equine		commercial										
Avital's Apiaries	Ithaca	farm	Apiary	honey	honey	commercial										
Bakers Acres of North Lansing	Groton	farm	Hort/Nursery			commercial	local			Farm store		on-site				open to public
Bandwagon Brewpub	Ithaca	culinary	restaurant/bar	sit-down	beer	commercial	local					on-site				willing to have visitors
BB Farms	Etna	farm	Market Grower	Veg		commercial	local		Farm stand			on-site				open to public
Beck Farms, LLC	Crescent Crest D	Freeville	farm	Dairy		commercial										
Belle Canto	Trumansburg	farm	Livestock	Alpacas		commercial										willing to have visitors
Bensvue Farms, LLC	Lansing	farm	Dairy			commercial										
Bergen Farms	Odessa	farm	Dairy			commercial										
Black Diamond Farm	Trumansburg	farm	Market Grower	Fruit		commercial	local				CSA		Ithaca			
Blue Heron Farm	Lodi	farm	Market Grower	veg		commercial	local						Ithaca			
Blue Moon Duck Farm	Ithaca	farm	Livestock	poultry		commercial										
Blue Oyster Cultivation	Ithaca	farm	Market Grower	mushrooms		commercial	local						Ithaca			
Brookside Berry Farm	Ithaca	farm	Market Grower	Fruit		commercial										
Brookton Hollow Farm B&B	Brooktondale	accomodations	B&B			commercial	local									open to public
Brookton's Market	Brooktondale	market	farmers' market			commercial	local									open to public
Brownie's Produce Market	Trumansburg	market	grocer			commercial	local									open to public
Brownie's Sweet Corn	Ithaca	farm	Market Grower	Veg		commercial										
Buckhorn Farm	Ithaca	farm	Crops	field		commercial										
Buried Treasures Organic Farm	Groton	farm	Market Grower	Veg		commercial	local				CSA		Ithaca	Harvest Dinner		
BWW Farm	Trumansburg	farm	Livestock	goats		commercial										
Café Dewitt	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				closed to public
Café Wild - Food Truck	Ithaca	culinary	restaurant/bar	food truck		commercial	local					on-site				
Cannonbrook Farms	Slaterville Springs	farm	Livestock	equine		commercial										
Caravan Fiber Farm	Trumansburg	farm	Livestock	Alpacas												
Carey Farm	Groton	farm	Dairy			commercial										
Caroline Farmers Market	Brooktondale	market	farmers' market			commercial	local									open to public
Carriage House Café	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Cayuga Breeder	Ferndale	farm	Crops	hay		commercial										
Cayuga Lake Creamery	Interlaken	culinary	specialty foods	sit-down	ice cream	commercial	local					on-site				
Cayuga Landscape	Ithaca	farm	Hort/Nursery			commercial										
Cayuga Mushroom Farm	Ithaca	farm	Market Grower	Mushroom		commercial										
Cayuga Pure Organics	Brooktondale	farm	Crops	beans, grains		commercial										willing to have visitors
Cayuta Sun Farm		farm	Market Grower		permacultu	commercial	local									willing to have visitors
Celia's Ice Pops	Ithaca	culinary	specialty foods	processing	popsicles	commercial	local				CSA					
Ceres Gardens	Ithaca	farm	Market Grower	veg		commercial	local						Ithaca			
Cherry Knoll Farm	Marathon	farm	Market Grower	fruit	wine, vinegs	commercial	local						Ithaca			
Chicken Scratch Farm	Interlaken	farm	Market Grower	veg,poultry		commercial							Ithaca			
Circus Truck	Ithaca	culinary	restaurant/bar	food truck		commercial	local					on-site				
CJN Farms	Groton	farm	Dairy			commercial										
Clear View Dairy	Groton	farm	Dairy			commercial										
Collegetown Bagel	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Collegetown Bagel	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Coltivare	Ithaca	culinary	restaurant/bar	sit-down		educational	local					on-site				

Appendix B - Asset Inventory List

Business Name	City	Category	Primary Enterprise	Enterprise Type	Value Added Product	Purpose	Local sales/sourcin g	U-Pick	Farm Stand	Farm Store	CSA	On-site Retail	Farmers' Market Retail	Events	Visitor Experiences	Public availability
Cultivare	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Congo Square Market	Ithaca	market	farmers' market			commercial	local									open to public
Cooklee Dairy Farm	Lansing	farm	Dairy			commercial										
Corks and More	Ithaca	culinary	specialty foods	sit-down	wine bar	commercial	local					on-site				wine tasting
Cornell Community Garden Plots	Ithaca	garden	community garden			educational										
Cornell Dairy Bar	Ithaca	culinary	specialty foods	sit-down	ice cream	commercial	local					on-site				
Corner Haven Farm	Trumansburg	farm	Livestock	equine		commercial										
Countryside Produce	Ithaca	market	grocer			commercial	local									open to public
Cozy Acres Equine Inn & Boarding	Newfield	farm	Livestock	equine		commercial										
Creekside Café	Trumansburg	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Crispell Farms	Brooktondale	farm	Dairy			commercial										
Crooked Carrot	Ithaca	culinary	specialty foods	processing	meals	commercial	local				CSA					
CRS Growers	Ithaca	farm	Market Grower	veg, flowers		commercial							Ithaca			
Dancing Turtle Sprouts	Ithaca	farm	Market Grower	sprouts,salad		commercial	local				CSA		Ithaca			
Daring Drake Farm	Ovid	farm	Market Grower	fruit,poultry		commercial	local				CSA		Ithaca			
Dayspring Farms	Freeville	farm	Livestock	equine		commercial										
Dedrick Farms	Groton	farm	Crops	Field		commercial	local		Farm stand			on-site				open to public
Dedrick's Fruit Stand	Freeville	farm	Market Grower	Fruit		commercial	local		Farm stand			on-site				open to public
Deepwater Farm	Genoa	farm	Livestock	beef		commercial										
Deer Run Farms	Groton	farm	Livestock	beef		commercial										
Del Mauro Farms		farm	Market Grower	veg,flowers									Ithaca			
Digger Farms, LLC	Newfield	farm	Livestock	beef		commercial										
Dilmun Hill Student Farm	Ithaca	farm	youth farm			educational										
Double E Mushroom Farm	Willseyville	farm	Mushroom			commercial	local				CSA					
Dryden Community Center Café	Dryden	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Early Morning Farm	Genoa	farm	Market Grower	veg		commercial	local				CSA		Ithaca	Harvest Dinner		
Earlybird Farm	Ithaca	farm	Hort/Nursery			commercial	local		Farm stand			on-site				open to public
Earlybird Farm Stand	Ithaca	market	farm stand			commercial	local									open to public
Earthwalk Farm	Freeville	farm	Livestock	sheep, calves		commercial										
Eddydale Farm Stand	Ithaca	market	farm stand			commercial	local									open to public
Eddydale Farms	Ithaca	farm	Crops	Sweet corn		commercial										
Eddydale Farms	Ithaca	farm	Crops	Sweet corn		commercial										
Edible Acres	Trumansburg	farm				commercial	local									Willing to have visitors
Elkendale Farms	Locke	farm	Dairy			commercial										
Ellis Hollow Farm	Ithaca	farm	Livestock	sheep		commercial										
Ely Fruit Farm	Burdett	farm	Market Grower	Fruit		commercial	local						Ithaca			
Emmy's Organics	Ithaca	culinary	specialty foods	processing	bakery	commercial	local									
Enterprise Farms	Groton	farm	Crops	field		commercial										
Fall Creek Farm Market	Freeville	farm	Market Grower	Veg		commercial	local		Farm stand			on-site				open to public
Fall's Tavern	Trumansburg	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Family Farm	Interlaken	farm	Market Grower	veg,fruit		commercial	local						Ithaca			
Farmer Ground Flour	Trumansburg	culinary	specialty foods	processing	flour	commercial	local									
Farmer's Choice Blueberries	Dryden	farm	Market Grower	Fruit		commercial	local	U-Pick				on-site			Blueberry	open to public
Felicia's Atomic Lounge	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Fine Line Bistro	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Fine Line Bistro	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Finger Lake Fresh Food Hub	Groton	market	food hub			commercial	local									willing to have visitors
Finger Lakes Dexter Creamery	King Ferry	farm	Dairy	Cheese	Cheese	commercial	local					on-site				open to public
Firelight at La Tourelle	Ithaca	accomodations	B&B	Glamping		commercial	local									open to public
Forget-Me-Not Farm	Candor	farm	Livestock	sheep,veg	yarn	commercial	local				CSA		Ithaca			Farm stay lodging
Fouts Farm	Cortland	farm	Dairy			commercial										
Frog B&B	Ithaca	accomodations	B&B			commercial	local									open to public
Fuller Family Farm	Groton	farm	Dairy			commercial										

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Business Name	City	Category	Primary Enterprise	Enterprise Type	Value Added Product	Purpose	Local sales/sourcing	U-Pick	Farm Stand	Farm Store	CSA	On-site Retail	Farmers' Market Retail	Events	Visitor Experiences	Public availability
Gaige Farm	Alpine	farm	Dairy			commercial										
Giving Ground Farm	Trumansburg	farm	Market Grower	veg, eggs		commercial	local				CSA		Ithaca			
Glenhaven Farm Winery	Trumansburg	farm	Vineyard	wine	wine	commercial	local						Ithaca			
Glenwood Farms	Ithaca	farm	Livestock	bison		commercial	local				CSA					willing to have visitors
Glenwood Heights Tree Farm	Ithaca	farm	Christmas Trees			commercial	local	U-Pick								
Good Life Farm / FL Cider House	Interlaken	farm	Market Grower	livestock, veg, fruit	cider	commercial	local				CSA			Garlic fest	Cider ta	open to public
Good To Go!	Trumansburg	market	grocer			commercial	local									open to public
Graceful Gardens	Trumansburg	farm	Hort/Nursery			commercial										
GreenStar	Ithaca	market	grocer			commercial	local									open to public
GreenStar-Oasis	Ithaca	market	grocer			commercial	local									open to public
Grisamore Farm	Locke	farm	Market Grower	Fruit		commercial	local	U-Pick	Farm stand			on-site			Fruit pic	open to public
Griswold Honey	Trumansburg	farm	Apiary	Honey	Honey	commercial										
Groundswell Incubator Farm	Ithaca	farm	incubator farm			educational										
Halsey House	Trumansburg	accomodations	Inn			commercial	local									open to public
Hawk Hill Meat Goats	Trumansburg	farm	Livestock	goats		commercial										
Hawk Meadow Farm	Trumansburg	farm	Market Grower	Mushrooms, Maple	Permacultu	commercial	local				CSA					willing to have visitors
Hazelnut Kitchen	Trumansburg	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Healing Rein Farm	Freeville	farm	Livestock	equine		commercial										
Hemlock Grove Farm	spencer	farm	Orchard	fruit		commercial	local				CSA					
Hendy Hollow Organic Farm	Pine City	farm	Market Grower	veg		commercial	local				CSA		Ithaca			
Highland Harbor	Groton	farm	Christmas Trees			commercial	local	U-Pick								
Hilker Haven	Ithaca	farm	Market Grower	Fruit	Honey, can	commercial										
Hoffarcor	Jacksonville	farm	Orchard			commercial										
Holub Farms, Inc.	Newfield	farm	Dairy			commercial										
Hum Hollow Farm	Brooktondale	farm	Livestock	sheep		commercial										
Humble Hill Farm	Spencer	farm	Market Grower	veg, fruit		commercial	local				CSA		Ithaca		Farm stay lodging	
Humble Hill Lodge and Farm Stay	Spencer	accomodations	B&B	Farm		commercial	local									open to public
Hunt's Family Tree Farm	Berkshire	farm	Christmas Trees			commercial										
Ice Brook Farm	Ithaca	farm	Livestock	beef		commercial										
If Only Farms	Freeville	farm	Livestock	equine		commercial										
Indian Creek Fruit Farm	Ithaca	farm	Orchard			commercial	local	U-Pick		Farm store		on-site			Apple an	open to public
Interbrook Farm	Interlaken	farm	Market Grower	Veg		commercial	local						Ithaca			
Iron Kettle Farm	Candor	farm	Market Grower	Veg, Livestock		commercial	local			Farm store		on-site			Corn ma	open to public
Ithaca Bakery	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Ithaca Beer Co.	Ithaca	culinary	restaurant/bar	sit-down	beer	commercial	local					on-site				
Ithaca Children's Garden	Ithaca	garden	community garden			educational										open to public
Ithaca Coffee Co.	Ithaca	culinary	specialty foods	sit-down	coffee	commercial	local					on-site				
Ithaca Coffee Co.	Ithaca	culinary	specialty foods	sit-down	coffee	commercial	local					on-site				
Ithaca College Permaculture Garde	Ithaca	garden	community garden		Permacultu	educational										
Ithaca Farmers Market	Ithaca	market	farmers' market			commercial	local									open to public
Ithaca Farmers Market-Downtown	Ithaca	market	grocer			commercial	local									open to public
Ithaca Farmers Market-East Hill	Ithaca	market	farmers' market			commercial	local									open to public
Ithaca Farmers Market-Winter	Ithaca	market	farmers' market			commercial	local									open to public
Ithaca Organics	Dryden	farm	Market Grower	Veg, Fruit		commercial	local		Farm stand		CSA	on-site	Ithaca	Harvest Dinner		open to public
Ithaca Permaculture Park	Ithaca	garden	community garden		Permacultu	educational										
J&B Stables	Freeville	farm	Livestock	equine		commercial										
Jackman Vineyards	Ithaca	farm	Vineyard			commercial	local						Ithaca			
Janowski Gardens	Elmira	farm	Market Grower	veg		commercial	local						Ithaca			
Jerry Dell Farm, Inc.	Dryden	farm	Dairy			commercial										
Jerry Dell Farm, Inc.	Freeville	farm	Dairy			commercial	local						Ithaca			
Just a Few Acres Farm	Groton	farm	Livestock	poultry, mixed livestock		commercial	local				CSA					willing to have visitors
Just a Taste	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Just Desserts	Ithaca	culinary	specialty foods	retial	bakery	commercial	local					on-site				

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Business Name	City	Category	Primary Enterprise	Enterprise Type	Value Added Product	Purpose	Local sales/sourcing	U-Pick	Farm Stand	Farm Store	CSA	On-site Retail	Farmers' Market Retail	Events	Visitor Experiences	Public availability
Karibrook Farms	Brooktondale	farm	Crops	hay		commercial										
Kelviden Farm	Ithaca	farm	Livestock	equine		commercial										
Kendra's Café	Groton	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Kenton's Cheese Co.	Trumansburg	farm	Dairy		cheese	commercial	local									willing to have visitors
Kestrel Perch Berries	Ithaca	farm	Market Grower	Fruit		commercial	local				CSA			Harvest Dinner		willing to have visitors
Kingbird Farm	Ithaca	farm	Livestock			commercial	local						Ithaca			willing to have visitors
Kirby Farms	Groton	farm	Dairy			commercial	local						Ithaca			
La Tourelle	Ithaca	accomodations	Inn	Spa		commercial	local									open to public
Laue Farm	Ithaca	farm	Livestock	beef		commercial										
Laughing Goat Fiber Farm	Ithaca	farm	Livestock	goat, sheep	fiber	commercial										willing to have visitors
Lew-Lin Farms	Dryden	farm	Dairy			commercial										
Life's So Sweet Chocolate	Ithaca	culinary	specialty foods	retail	chocolatier	commercial	local					on-site				
Life's So Sweet Chocolate	Trumansburg	culinary	specialty foods	retail	chocolatier	commercial	local					on-site				
Littleflowers/Butternut Creek Flowers	Newfield	farm	Market Grower	Flowers		commercial										
Littletree Orchards	Newfield	farm	Orchard		cider	commercial	local	U-Pick		Farm stor	CSA	on-site	Ithaca		Apple ar	open to public
Lively Run Goat	Interlaken	farm	Dairy		cheese	commercial	local									open to public
Lot 10	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
MacDaniels Nut Grove	Ithaca	farm	Forest	nuts		educational	local									open to public
MacDonald Farms	Ithaca	farm	Market Grower	Veg		commercial	local						Ithaca			
Mahogany Grill	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Mandeville Farms	Spencer	farm	Market Grower	Veg		commercial	local						Ithaca			
Mandeville's Farm Stand	Richford	market	farm stand	self-serve		commercial	local									open to public
Manndible Café	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Marlindale Farm	Groton	farm	Dairy			commercial										
Maxie's Supper Club	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Maynard Farms	Berkshire	farm	Dairy			commercial										
Mazourek Farms Inc.	Newfield	farm	Feed & Machinery			commercial										
Mia's Restaurant	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Michaleen's Florise & Garden Center	Ithaca	market				commercial	local									
Millbrook Associates	Freeville	farm	Dairy			commercial										
Moore's Christmas Tree Farm	Groton	farm	Christmas Trees	christmas trees	christmas t	commercial	local					on-site			Christma	open to public
Moosewood Restaurant	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Muddy Fingers Farm	Hector	farm	Market Grower	veg		commercial	local				CSA		Ithaca			
Neville Farms	Groton	farm	Dairy			commercial										
New Beginnings Equine	Newfield	farm	Livestock	equine		commercial										
Nook and Cranny Farm	Brooktondale	farm	Market Grower	Veg, Fruit		commercial	local				CSA		Ithaca			
Northside Wine & Spirits	Ithaca	culinary	specialty foods	retail	wine shop	commercial	local					on-site				
Northstar House	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
One Plow Farm	Trumansburg	farm	Market Grower	Veg		commercial	local				CSA		Ithaca			
Oxbow Farm	Erin	farm	Market Grower	veg,fruit,eggs		commercial	local						Ithaca			
Par Tran LTD	Groton	farm	Crops	soybeans		commercial										
Park Family Farm	Homer	farm	Crops	field		commercial										
Pine Ridge Farm	Trumansburg	farm	Dairy			commercial										
Pleasant Valley Gardens	Groton	farm	Market Grower	Veg, Fruit		commercial	local						Ithaca			
Plenty of Posies/The Fir Farm	Newfield	farm	Market Grower	Veg, Flowers		commercial	local	U-Pick								
Plowbreak Farm	Trumansburg	farm	Market Grower	veg		commercial	local				CSA					
Pollack Farms	Groton	farm	Dairy			commercial										
Pollack Farms	Groton	farm	Dairy			commercial										
Pork Chop Valley Farm	Ithaca	farm	Livestock	pork		commercial										
Ports of New York	Ithaca	culinary	specialty foods	sit-down	wine bar	commercial	local					on-site				wine tasting
Private Hotel + Pure Food	Spencer	accomodations	Inn			commercial	local									open to public
Project Growing Hope	Ithaca	garden	community garden			educational										
Purity Ice Cream	Ithaca	culinary	specialty foods	retail	ice cream	commercial	local					on-site				

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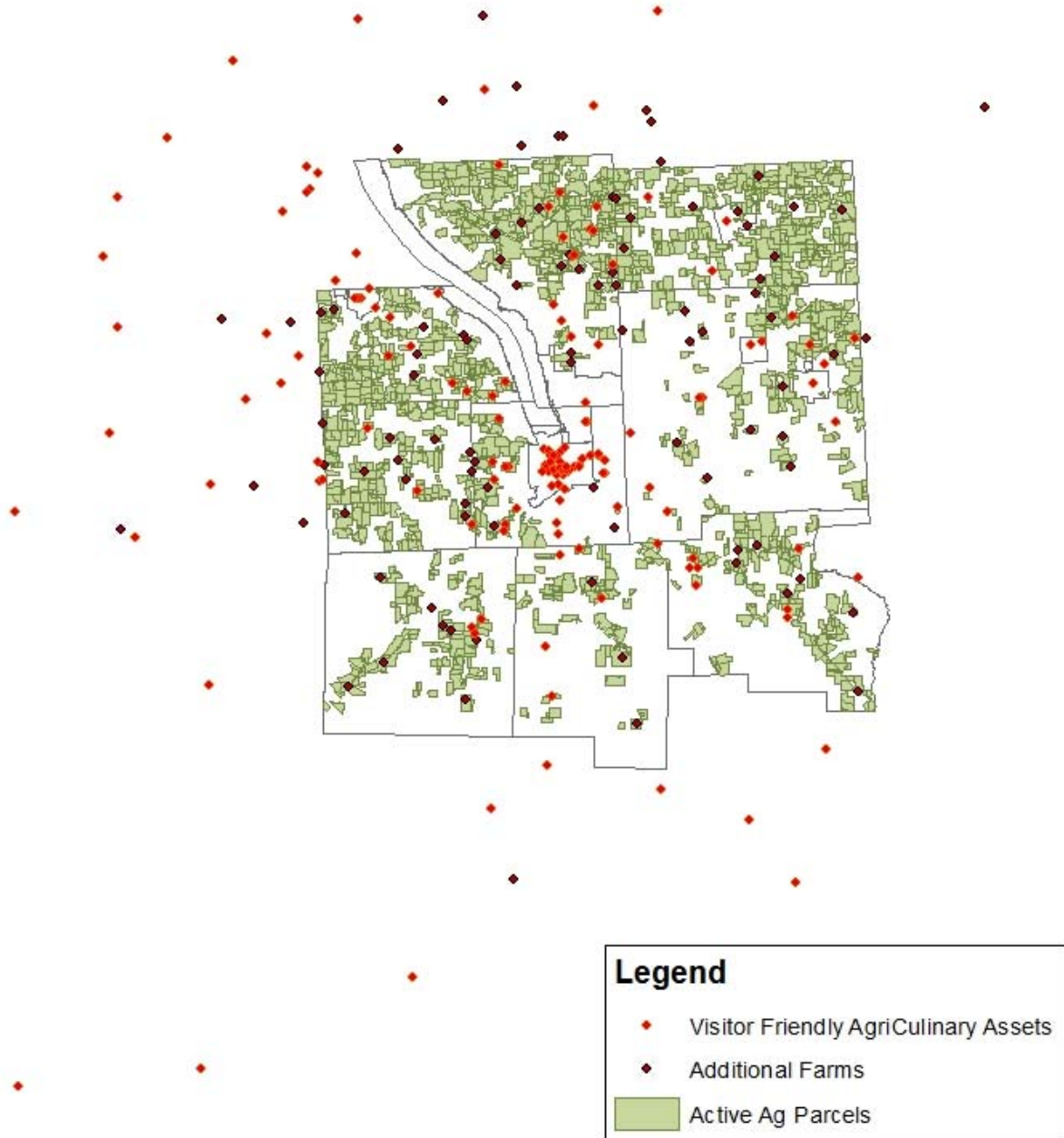
Business Name	City	Category	Primary Enterprise	Enterprise Type	Value Added Product	Purpose	Local sales/sourcin g	U-Pick	Farm Stand	Farm Store	CSA	On-site Retail	Farmers' Market Retail	Events	Visitor Experiences	Public availability
Quickland Stable	Brooktondale	farm	Livestock	equine		commercial										
Quinn's Irish Hill Farm	Freeville	farm	Livestock	poultry, sheep		commercial										
Rabbit Creek Farm	Groton	farm	Market Grower	Veg		commercial	local						Ithaca			
Rainbow Valley Ranch Fingerlakes	Lansing	farm	Livestock	beef		commercial	local						Ithaca			
Rankin Farms	Groton	farm	Dairy			commercial										
Ratbag Farm	Ithaca	farm	Livestock	heifers		commercial										
RC's Plants & Produce	Brooktondale	market				commercial	local									open to public
Red Feet Market & Spirits	Ithaca	culinary	specialty foods	retail	wine shop	commercial	local					on-site				
Redtail Farm	Trumansburg	farm	Market Grower	Veg, Fruit		commercial	local						Ithaca			
Reeves Brothers/J&L Farms	Genoa	farm	Crops	field		commercial										
Reisinger's Apple Country		farm	Orchard	fruit		commercial	local	U-Pick					Ithaca			
Remembrance Farm	Trumansburg	farm	Market Grower	Veg		commercial	local				CSA			Harvest D	Full Plate Collective	
rents to bucks	Lansing	farm	Crops	field		commercial										
Ridgecrest Dairy	Genoa	farm	Dairy			commercial										
Roberts Family Tree Farm	Groton	farm	Christmas Trees			commercial										
Robin Farms	King Ferry	farm	Crops			commercial										
Rocky Top Farm	Groton	farm	Livestock	sheep		commercial										
Rogue's Harbor Inn, Restaurant & B	Lansing	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Rogues' Harbor Inn Restaurant & B	Lansing	accomodations	Inn			commercial	local									open to public
RoseBarb Farm	Ithaca	farm	Market Grower	Veg		commercial										
Rosebarb Farm Cottage	Ithaca	accomodations	B&B			commercial	local									open to public
Running Creek Farm	Groton	farm	Crops	Field		commercial										
Sabof's Farm	Ovid	farm	Livestock			commercial	local						Ithaca			
Sapsquatch Maple Syrup	Ithaca	farm	Maple			commercial	local				CSA			Maple Weekend		willing to have visitors
Sarah's Patisserie	Ithaca	culinary	specialty foods	retail	bakery	commercial	local					on-site				
Scheffler Farm	Groton	farm	Dairy			commercial										
Schoolyard Sugarbush	Moravia	farm	Maple			commercial	local						Ithaca			willing to have visitors
Sczepanski Farms	Ithaca	farm	Crops			commercial										
Seneca Valley Realty, LLC	Burdett	farm	Dairy			commercial										
Shannon Brook Farm	Watkins Glen	farm	Livestock			commercial	local						Ithaca			
Shelterbelt Farm	Brooktondale	farm	Livestock	pork, poultry	Honey	commercial	local				CSA	on-site				open to public
Shiphrah Farm	Groton	farm	Dairy			commercial										
Side Hill Acres Goat Farm	Candor	farm	Dairy	goat	cheese	commercial	local			Farm store		on-site				open to public
Silver Queen Farm	Trumansburg	farm	Market Grower	Veg, Fruit		commercial	local	U-Pick	Farm stand			on-site			Apple ar	open to public
Simeon's	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Simeon's	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Six Circles Farm	Lodi	farm	Market Grower	garlic	garlic produ	commercial	local						Ithaca			
Six Mile Creek Winery	Ithaca	farm	Vineyard			commercial	local									
Small Graces B&B at Forget-Me-N	Candor	accomodations	B&B			commercial	local									open to public
Snofarm	Brooktondale	farm	Dairy	cheese	cheese	commercial	local									open to public
Snowtop Farm	Willseyville	farm	Crops			commercial										
sold main farm to someone	Locke	farm	Crops	field		commercial										
sold to gaulton, sheep	Locke	farm	Crops	field		commercial										
Sonny's Best Farm	Union Springs	farm	Market Grower	veg,fruit		commercial										
Southview	Spencer	farm	Christmas Trees			commercial										
Southwind Tree Farms	Ithaca	farm	Christmas Trees			commercial	local	U-Pick								
Spot Hollow Farm	Trumansburg	farm	Livestock	goats, sheep		commercial										
Spring Weather	Trumansburg	farm	Dairy			commercial										
Starland Veterinary	Ithaca	farm	Vet			commercial										
Steep Hollow Farm	Ithaca	farm	Livestock	poultry		commercial										
Stella's	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Stick and Stone Farm	Ithaca	farm	Market Grower	Veg		commercial	local				CSA		Ithaca	Harvest D	Full Plat	willing to have visitors
Stone Quarry House	Ithaca	accomodations	Inn			commercial	local									open to public

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Business Name	City	Category	Primary Enterprise	Enterprise Type	Value Added Product	Purpose	Local sales/sourc	U-Pick	Farm Stand	Farm Store	CSA	On-site Retail	Farmers' Market Retail	Events	Visitor Experiences	Public availability
Stoney Brook Farm	Newfield	farm	Livestock	equine		commercial	local									
Straight-Way Farm	Montour Falls	farm	Market Grower	veg,livestock,maple	maple,soap	commercial	local						Ithaca			
Sunset View Creamery	Odessa	farm	Dairy	cheese	cheese	commercial	local			Farm store		on-site				open to public
Sweet Land Farm	Trumansburg	farm	Market Grower	Veg		commercial	local							Harvest Dinner		
Sweet Melissa's	Ithaca	culinary	specialty foods	sit-down	ice cream	commercial	local					on-site				
Sweyolakan Farm	Ithaca	farm	Dairy			commercial										
Take Your Pick Flower Farm	Lansing	farm	Market Grower	Flowers		commercial										
Taughanock Farms Inn	Trumansburg	accomodations	Inn			commercial	local									open to public
Taverna Banfi @ Cornell University	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
That Indian Drink		culinary	specialty foods	processing	lassi drink	commercial	local									
The Bistro at La Tourelle	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
The Cellar d'Or Wine & Cider	Ithaca	culinary	specialty foods	retail	wine shop	commercial	local					on-site				
The Good Truck - Food Truck	Ithaca	culinary	restaurant/bar	food truck		commercial	local					on-site				
The Good Truck - Food Truck	Ithaca	culinary	restaurant/bar	food truck		commercial	local					on-site				
The Good Truck - Food Truck	Trumansburg	culinary	restaurant/bar	food truck		commercial	local					on-site				
The Heights Café	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
The People's Market of Lansing	Lansing	market	grocer			commercial	local									open to public
The Piggery	Trumansburg	farm	Livestock	pork		commercial										willing to have visitors
The Piggery Butcher Shop	Ithaca	market	grocer			commercial	local									open to public
The Rhizome Republic	Freeville	farm	Crops	hops		commercial										
Thomson Farm	Groton	farm	Market Grower	Veg, Fruit		commercial	local				CSA					
Tompkins County Community College	Dryden	farm	youth farm			educational										
Tree Gate Farm	Ithaca	farm	Market Grower	Veg, Fruit		commercial	local				CSA			Harvest Dinner		
Tremblay Apiaries	Van Etten	farm	apiary	honey	honey	commercial										
Triphammer Farmers Market	Ithaca	market	farmers' market			commercial	local									open to public
Triphammer Wines & Spirits		culinary	specialty foods	retail	wine shop	commercial	local					on-site				
Trumansburg Farmers Market	Trumansburg	market	farmers' market			commercial	local									open to public
Trumansburg Tree Farm	Trumansburg	farm	Christmas Trees			commercial	local	U-Pick								
Turek Farms	King Ferry	farm	Crops			commercial										
Under The Tree		farm				commercial	local				CSA					
Valley View Farm	Newfield	farm	Livestock	equine		commercial										
VanNoble Farm	Ithaca	farm	Livestock	pork		commercial										
Vegan Epicure	Trumansburg	culinary	specialty foods	sit-down	vegetarian	commercial	local					on-site				
Visionquest Dairy	Lansing	farm	Dairy			commercial										
Viva Taqueria	Ithaca	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Waid's Honey and Candles	Interlaken	farm	Apiary	honey	honey	commercial	local		Farm stand			on-site	Ithaca			
Walnut Ridge	Lansing	farm	Dairy			commercial										
Waterwheel Café	Freeville	culinary	restaurant/bar	sit-down		commercial	local					on-site				
Wellspring Forest Farm	Trumansburg	farm	Market Grower	Mushrooms	Permacultu	commercial	local				CSA					willing to have visitors
West Haven Farm	Ithaca	farm	Market Grower	Veg, Fruit		commercial	local				CSA		Ithaca	Harvest Dinner		willing to have visitors
White Dog Apiary	Newfield	farm	Apiary	Honey		commercial										willing to have visitors
Wide Awake Bakery	Trumansburg	culinary	specialty foods	retail	bakery	commercial	local				CSA	on-site				
Wideawake Dairy	Dryden	farm	Dairy			commercial										
Wideawake Holsteins	Dryden	farm	Dairy			commercial										
Wild Apple Organic Produce	Ithaca	farm	Orchard			commercial	local						Ithaca			
Wild Rose Farm LLC	Groton	farm	Livestock	equine		commercial										
Willet Dairy, LLC	Locke	farm	Dairy			commercial										
William Henry Miller Inn	Ithaca	accomodations	Inn			commercial	local									open to public
Windsong Farm	Burdett	farm	Livestock	yarn,maple		commercial	local						Ithaca	Winter Recess Fiber ARTS Festival		
Wood's Earth	Ithaca	farm	youth farm	school food		educational										
Woodwind Farm	Trumansburg	farm	Market Grower	veg		commercial	local						Ithaca			
Youth Farm Project	Ithaca	farm	youth farm	community food		educational	local									Full Plate Collective

AgriCulinary Assets in and around Tompkins County

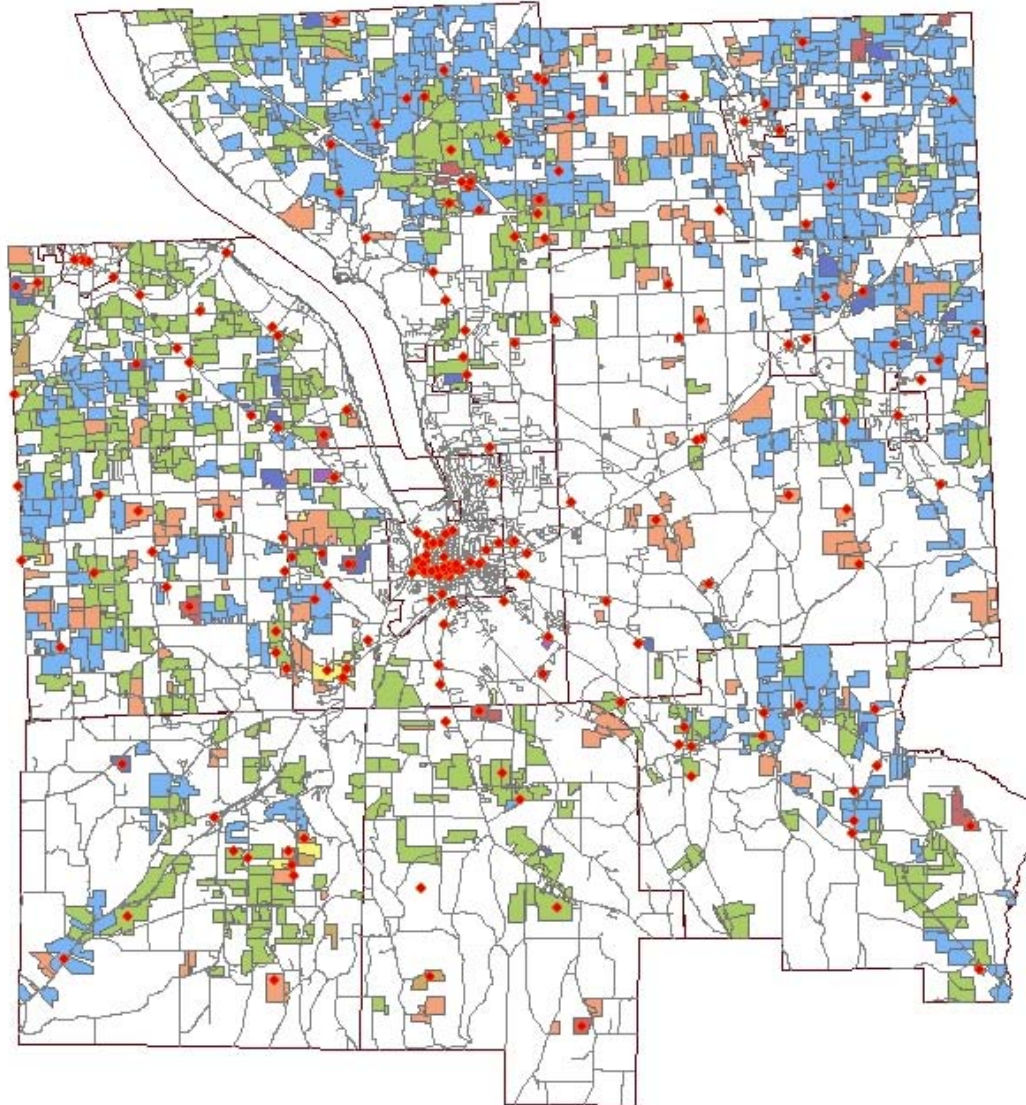
with Active Ag Parcels from 2014 Tax Parcel Data



Projected in:
NAD_1983_StatePlane_
New_York_Central_FIPS_3102_Feet

Audrey Baker & Mary Kate Wheeler
AgriCulinary Tourism Mapping
Fall 2014

Active Ag Parcels by Operation Type within Tompkins County



0 5 10 Miles

Legend

• AgriCulinary Tourism Assets

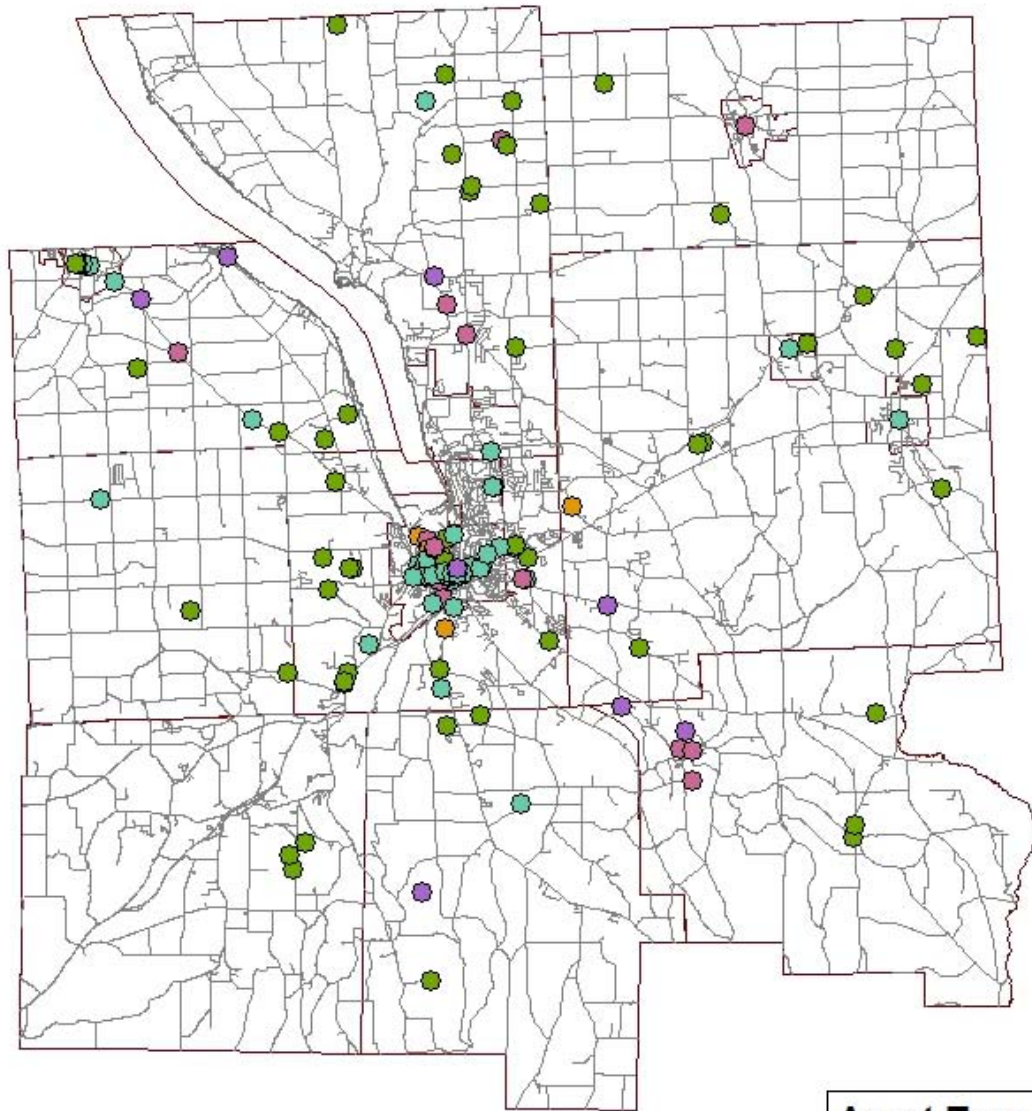
Operation Type (2014)

 Christmas Trees	 Nursery
 Dairy	 Orchard
 Field Crops	 U-Pick
 Livestock	 Vineyard
 Market Grower	

Projected in:
NAD_1983_StatePlane_
New_York_Central_FIPS_3102_Feet

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Fall 2014

Visitor-Ready and Visitor-Friendly Assets in Tompkins County



0 5 10 Miles

Asset Type

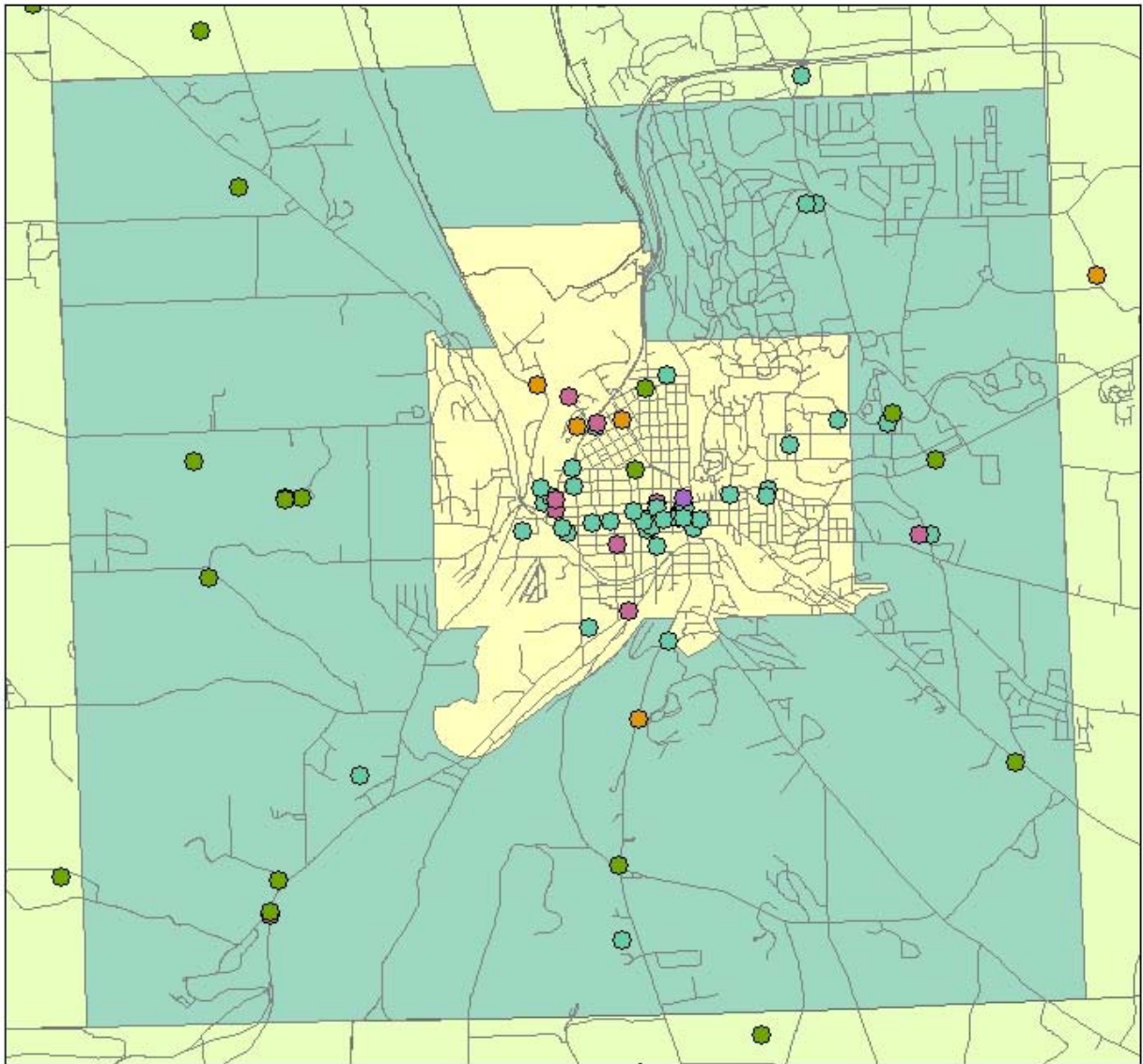
- accomodations
- culinary
- farm
- garden
- market

Projected in:
NAD_1983_StatePlane_
New_York_Central_FIPS_3102_Feet

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AgriCulinary Tourism Mapping
Fall 2014

*This map shows all the farms with direct marketing to local consumers (including sales through farm stands, farmer's markets and CSAs).

Visitor-Ready and Visitor-Friendly Assets in Ithaca



0 1 2 Miles

Asset Type

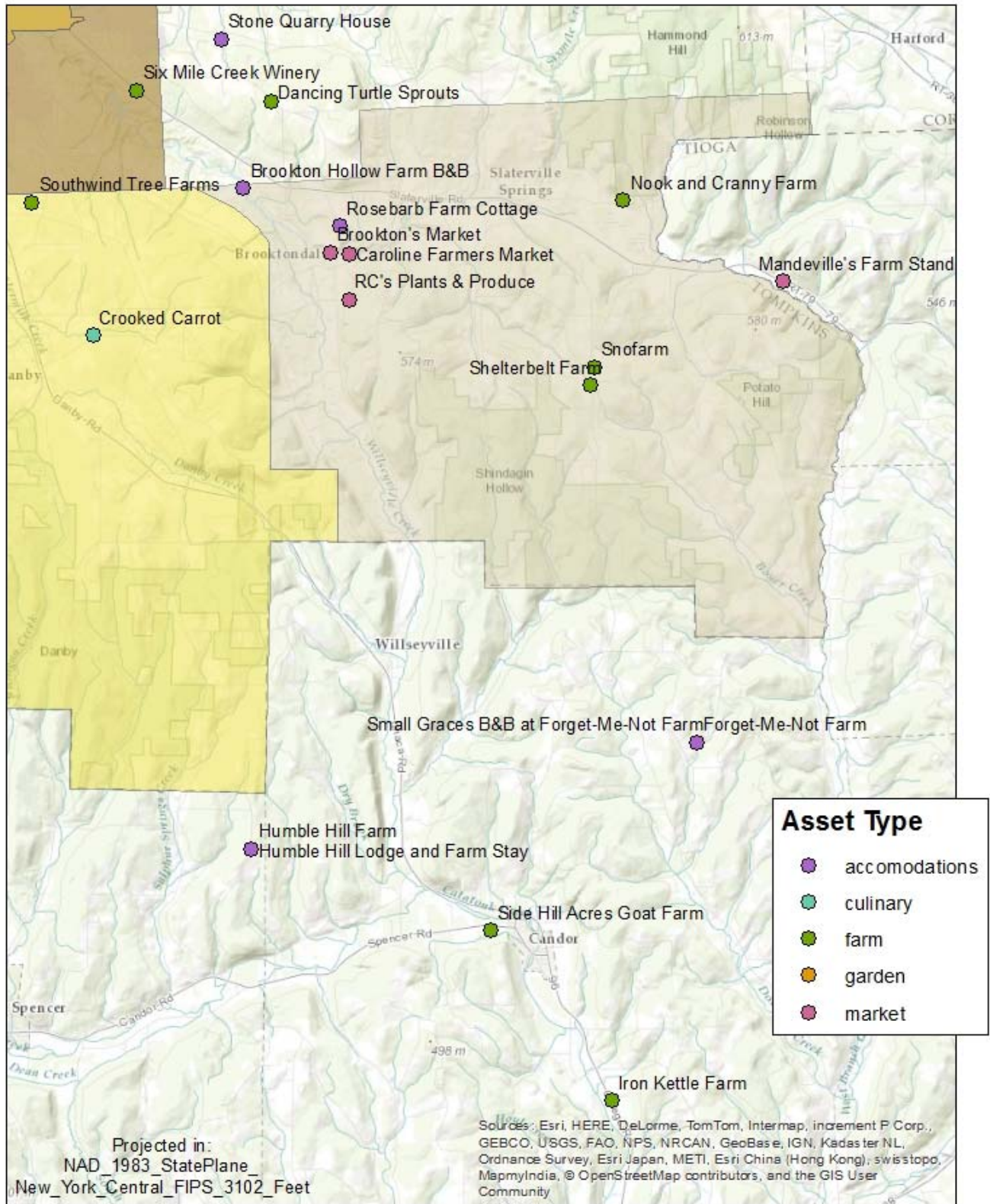
- accomodations
- culinary
- farm
- garden
- market

Projected in:
NAD_1983_StatePlane_
New_York_Central_FIPS_3102_Feet

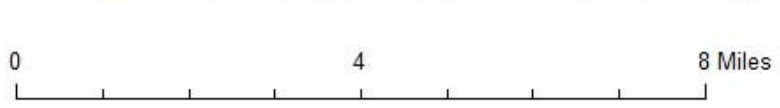
Audrey Baker & Mary Kate Wheeler
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Fall 2014

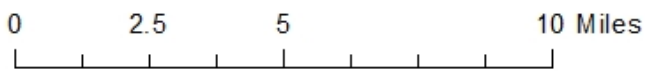
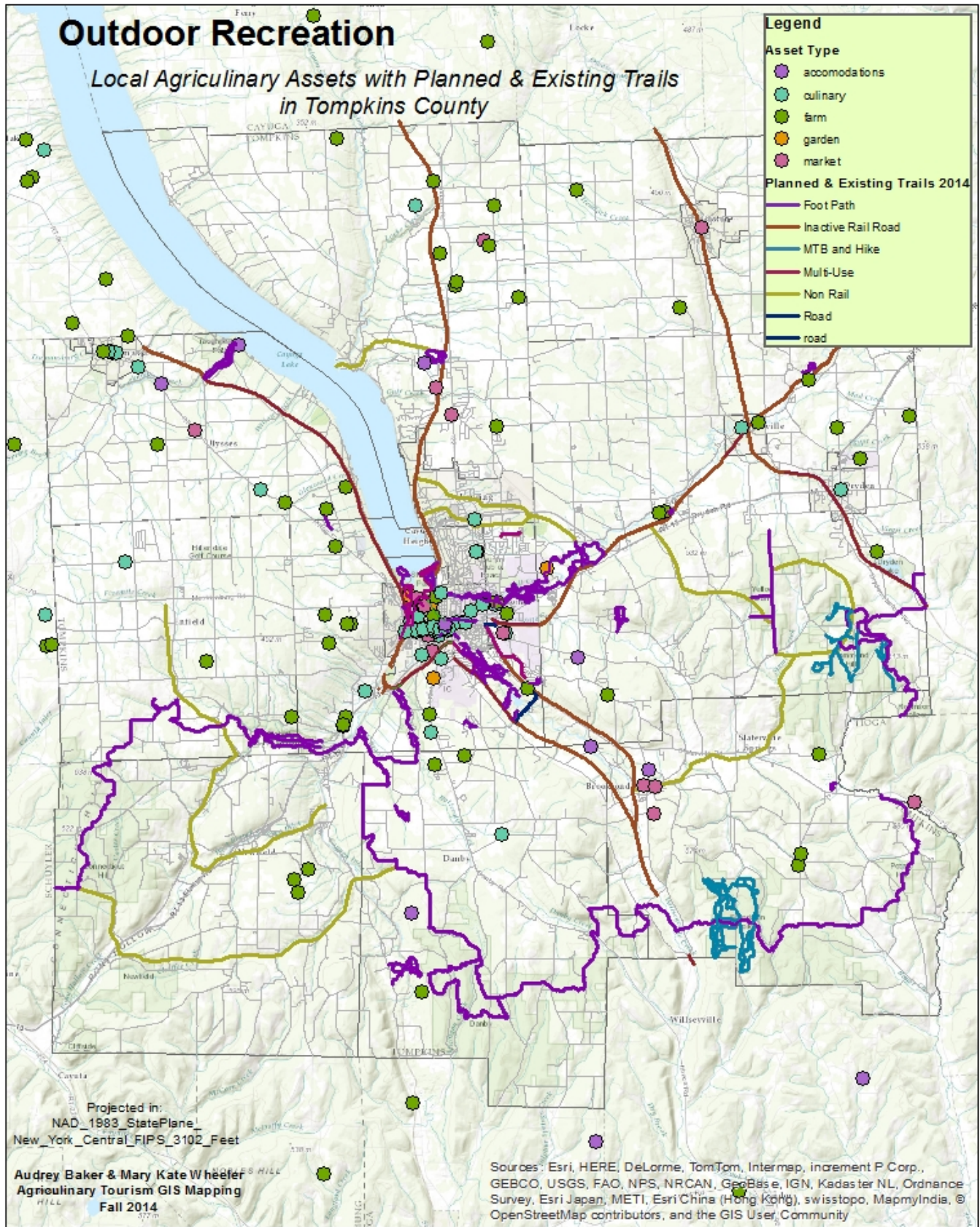
*This map shows farms with direct marketing to local consumers (including sales through farm stands, farmer's markets and CSAs).

Caroline Area Assets



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 AgriCulinary Tourism Mapping
 Fall 2014

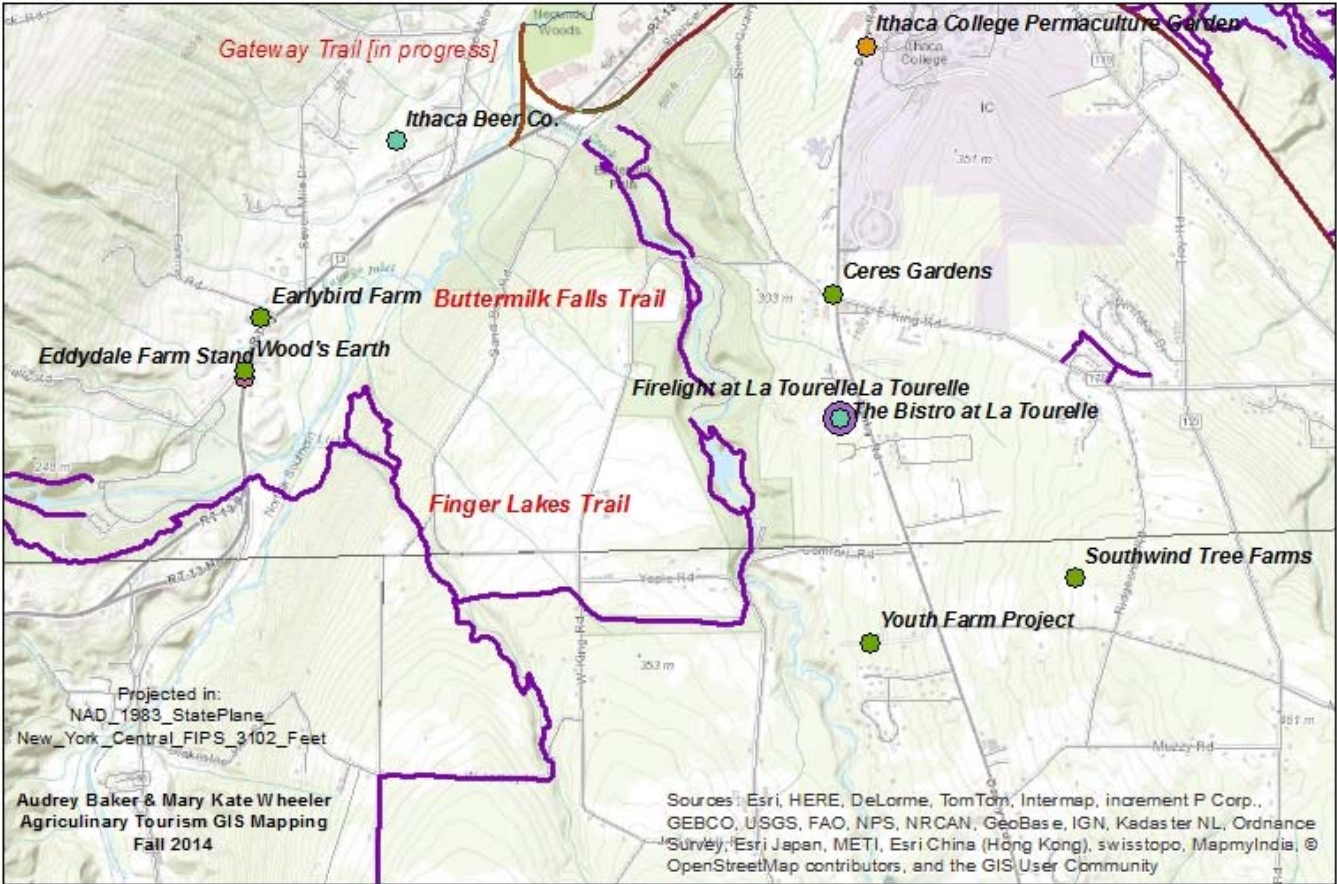




Outdoor Recreation : Buttermilk Falls & Finger Lakes Trails

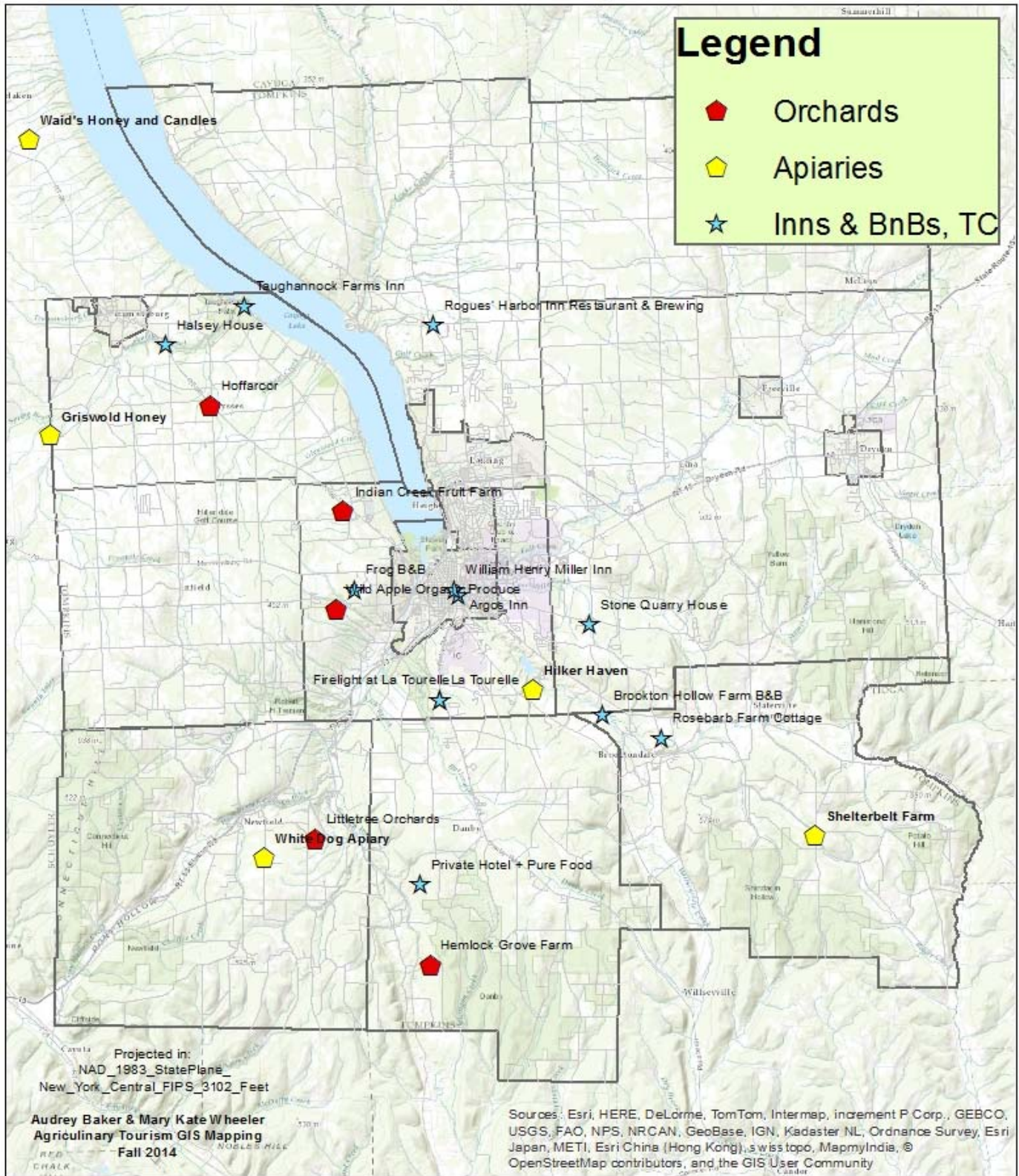
Local Agriculinary Assets Cluster

Legend	
Asset Type	Planned & Existing Trails 2014
accomodations	Foot Path
culinary	Inactive Rail Road
farm	MTB and Hike
garden	Multi-Use
market	Non Rail
	Road



Apples & Honey with Accommodations

In and around Tompkins County

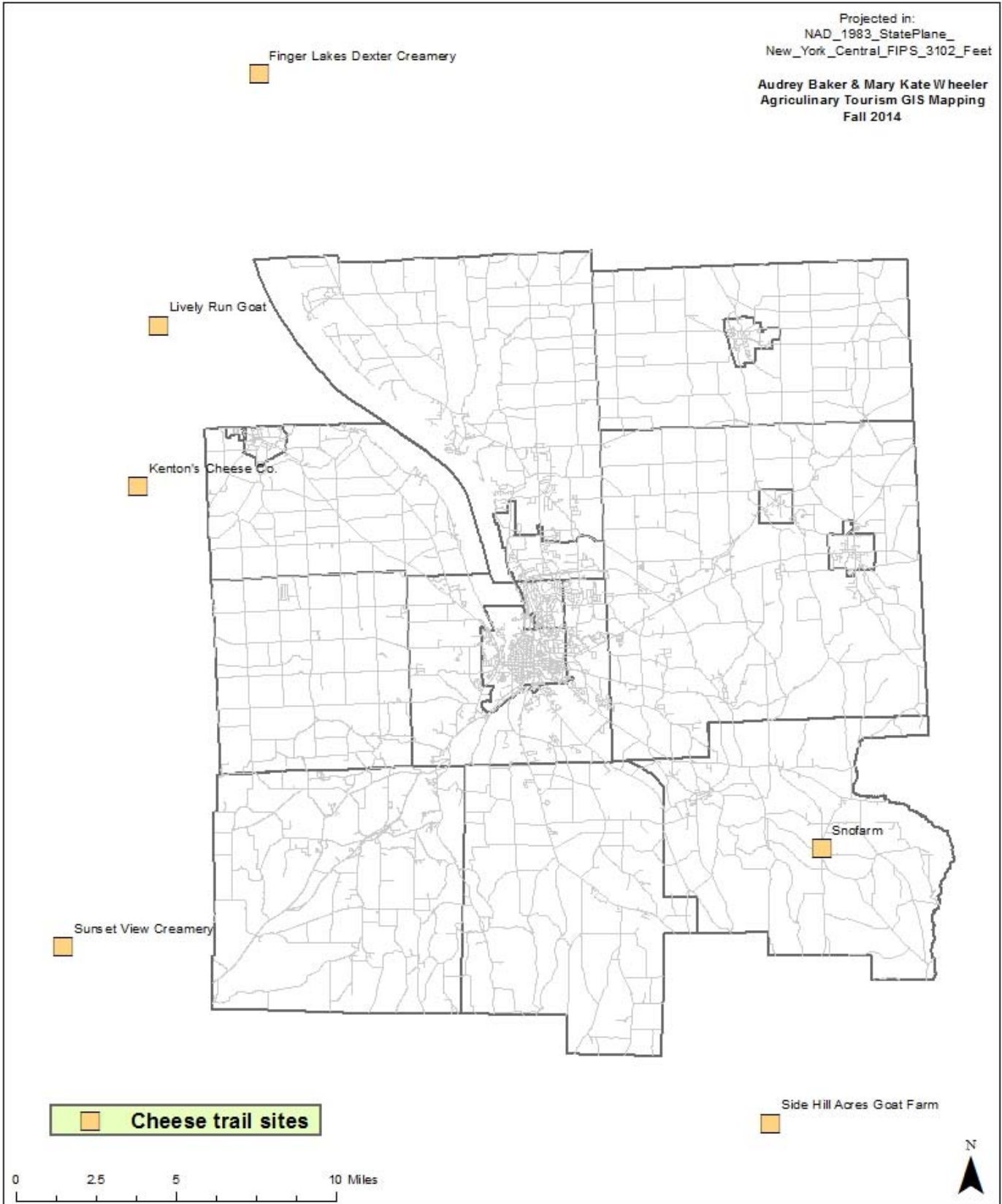


Finger Lakes Cheese Trail Sites

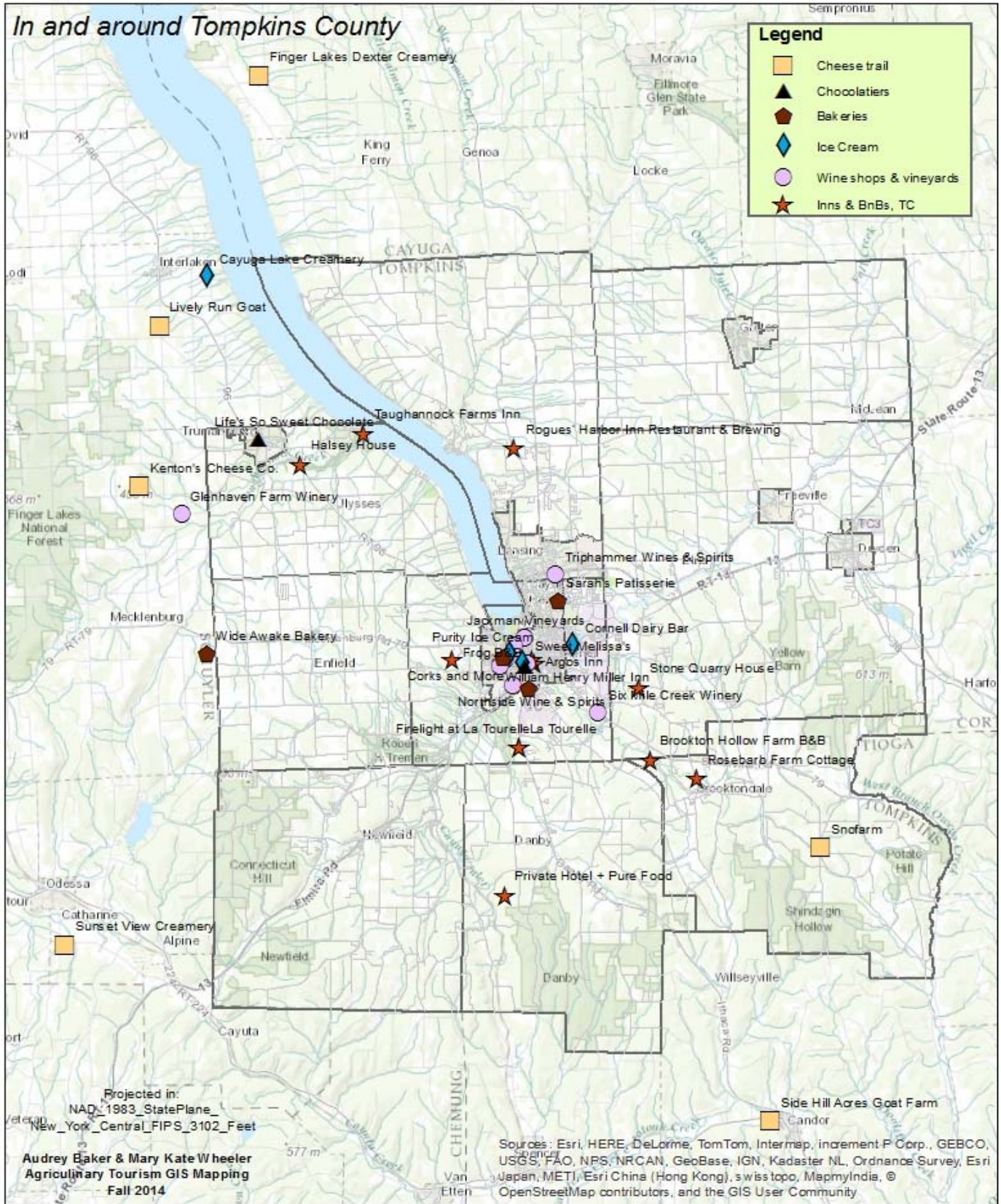
In and around Tompkins County

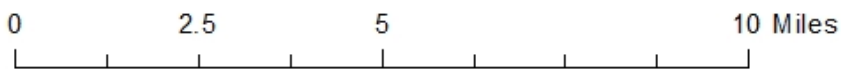
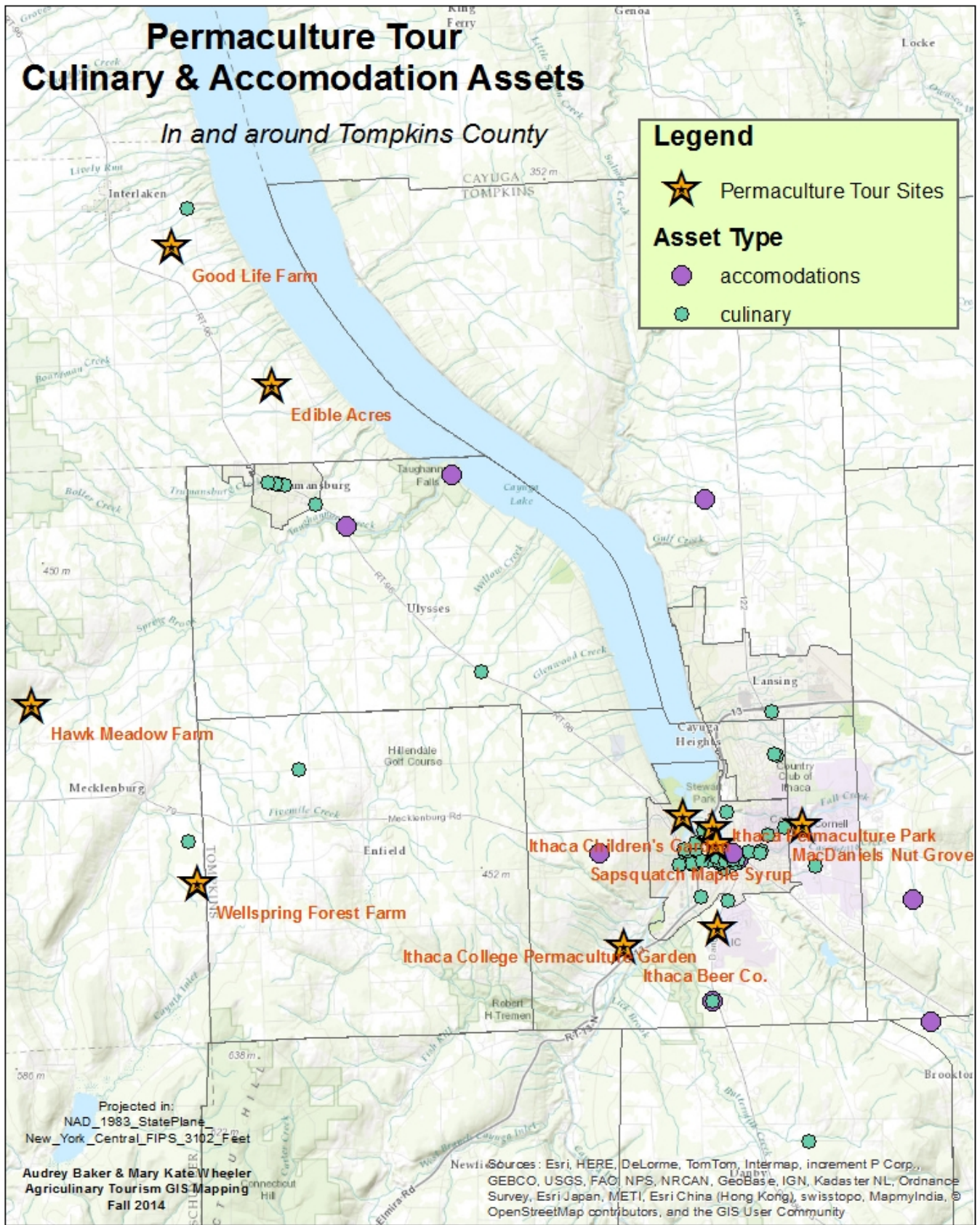
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New_York_Central_FIPS_3102_Feet

Audrey Baker & Mary Kate Wheeler
Agriculatory Tourism GIS Mapping
Fall 2014



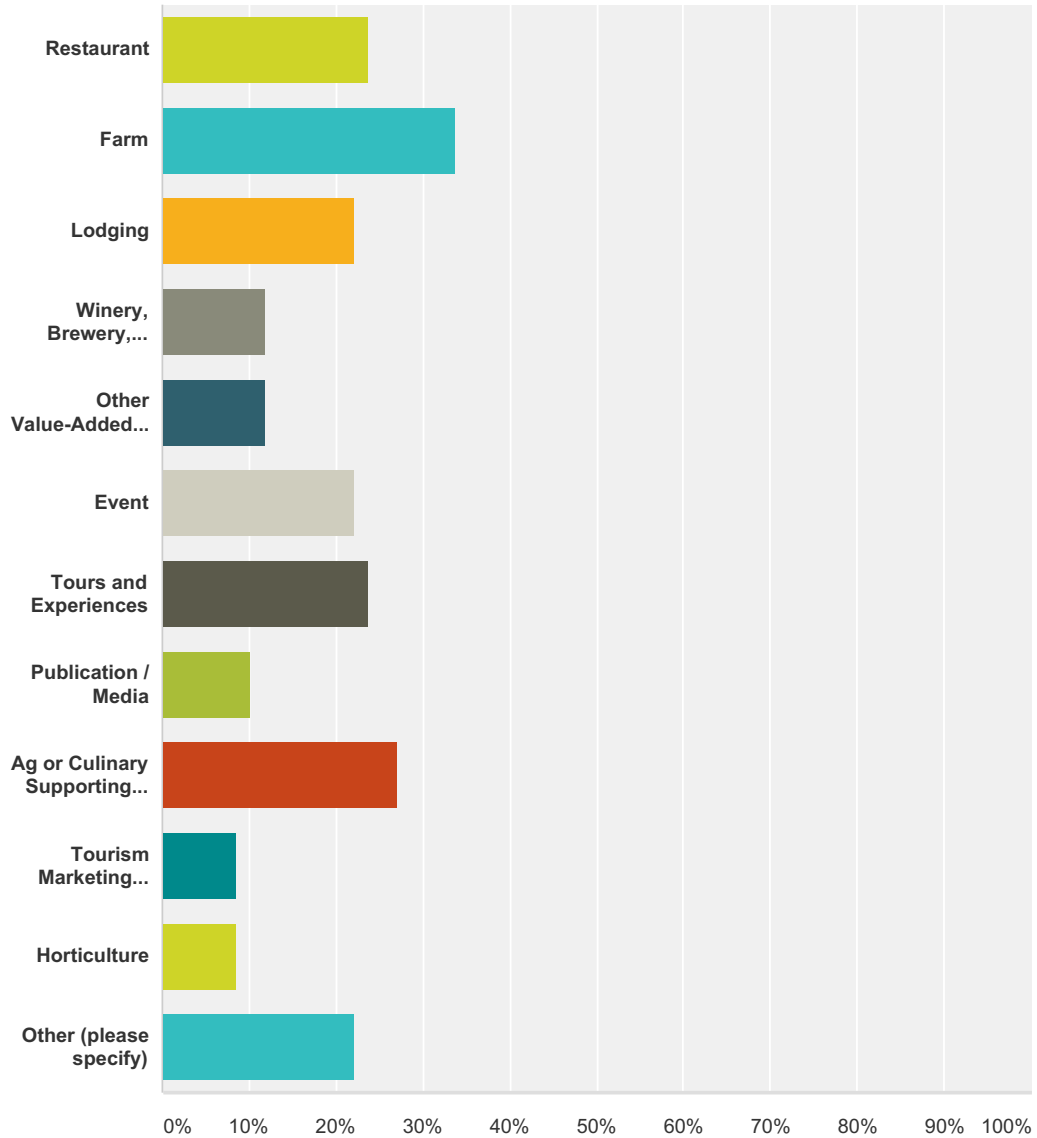
Finger Lakes Cheese Trail & Complementary Assets





Q1 With which of the following ag & culinary related industries or groups are you affiliated? (click all that apply)

Answered: 59 Skipped: 0



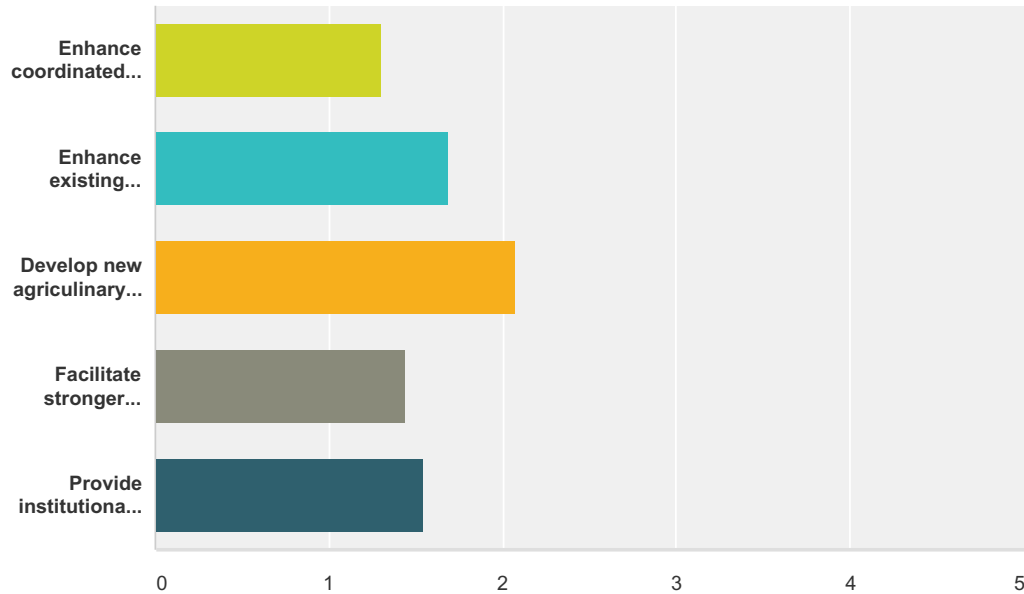
Answer Choices	Responses
Restaurant	23.73% 14
Farm	33.90% 20
Lodging	22.03% 13
Winery, Brewery, Distillery or Cidery	11.86% 7
Other Value-Added Food Products	11.86% 7
Event	22.03% 13

Tours and Experiences	23.73%	14
Publication / Media	10.17%	6
Ag or Culinary Supporting Organization or Program	27.12%	16
Tourism Marketing Organization	8.47%	5
Horticulture	8.47%	5
Other (please specify)	22.03%	13
Total Respondents: 59		

#	Other (please specify)	Date
1	Retail	11/2/2014 12:13 PM
2	Sustainable Business Network	10/29/2014 1:57 PM
3	Educational outreach and events	10/29/2014 10:28 AM
4	I am an investor in Firelight and a Professor of Entrepreneurship at Cornell's Hotel School	10/28/2014 4:49 PM
5	STPB	10/28/2014 4:18 PM
6	design, development	10/28/2014 3:33 PM
7	economic development	10/28/2014 2:51 PM
8	local planning	10/28/2014 2:24 PM
9	Recreation - golf course, bar, restaurant, events location.	10/25/2014 12:46 PM
10	Why isn't the cheese trail on this list?	10/24/2014 10:29 AM
11	Locally made Fair Trade Chocolate and Candies	10/24/2014 9:53 AM
12	Land owner leaser to farmer	10/23/2014 8:10 PM
13	Tompkins County Tourism Program	10/23/2014 12:21 PM

Q2 The Agriculinary Tourism Task Force has drafted a set of possible top-level strategies that could be employed to develop Ithaca and Tompkins County as a regional hub of agricultural and culinary tourism. Please rate them according to how important you think they are.

Answered: 59 Skipped: 0



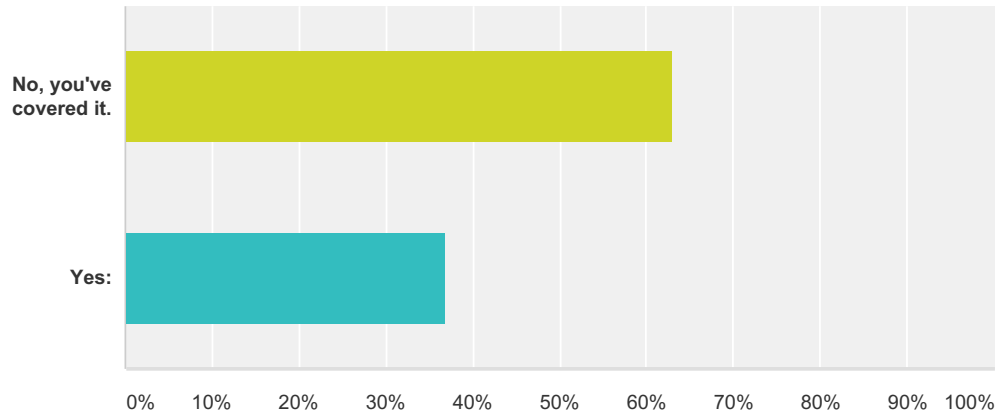
	Very Important	Important	Moderately Important	Of Little Importance	Unimportant	Total	Average Rating
Enhance coordinated marketing and branding platforms to promote Ithaca as an agri-culinary destination	72.88% 43	23.73% 14	3.39% 2	0.00% 0	0.00% 0	59	1.31
Enhance existing agri-culinary tourism products	45.76% 27	40.68% 24	11.86% 7	1.69% 1	0.00% 0	59	1.69
Develop new agriculinary tourism products and experiences	28.81% 17	45.76% 27	15.25% 9	8.47% 5	1.69% 1	59	2.08
Facilitate stronger relationships and partnerships in the industry	64.41% 38	27.12% 16	8.47% 5	0.00% 0	0.00% 0	59	1.44
Provide institutional/backbone support to advance ag and culinary tourism development	57.63% 34	32.20% 19	8.47% 5	1.69% 1	0.00% 0	59	1.54

#	Comment	Date
1	Develop a comprehensive messaging strategy and outreach program	10/29/2014 1:57 PM
2	We have an almost infinite variety of experiences to offer already- perhaps refining, and packaging, and marketing them properly might be key	10/29/2014 10:28 AM
3	to establish a broad look and feel like "Vermont" so that the products from here represent a high level of quality expectation	10/28/2014 3:33 PM

4	Stop fracking and related industries from destroying our entire agricultural base and water and food supply security. Otherwise, none of these initiatives matter.	10/28/2014 2:45 PM
5	The region is larger than Tompkins County, and should include adjoining counties	10/28/2014 2:42 PM
6	ensure our current products understand what it means to be "tourism ready"	10/27/2014 2:01 PM
7	These all need to be done in conjunction with one another	10/27/2014 11:15 AM
8	Providing institutional backbone to support agriculture-tourism MUST include regulatory relief - a major impediment to growth is over regulation of small agri-business. Small farms do not have the resources to fight the stifling burdens - we need strong advocates at local government level to start supporting our needs for critical reforms at state and fed levels	10/24/2014 10:29 AM
9	how could you not rank them all as "very importants"?	10/23/2014 8:10 PM
10	I think that rather than trying to expand with new products and experiences, the existing ones should be strengthened to establish ourselves more as a destination of Agriculinary Tourism.	10/23/2014 7:29 PM

Q3 Are there other top-level strategies for developing Ithaca and Tompkins County not mentioned above that should be considered?

Answered: 54 Skipped: 5



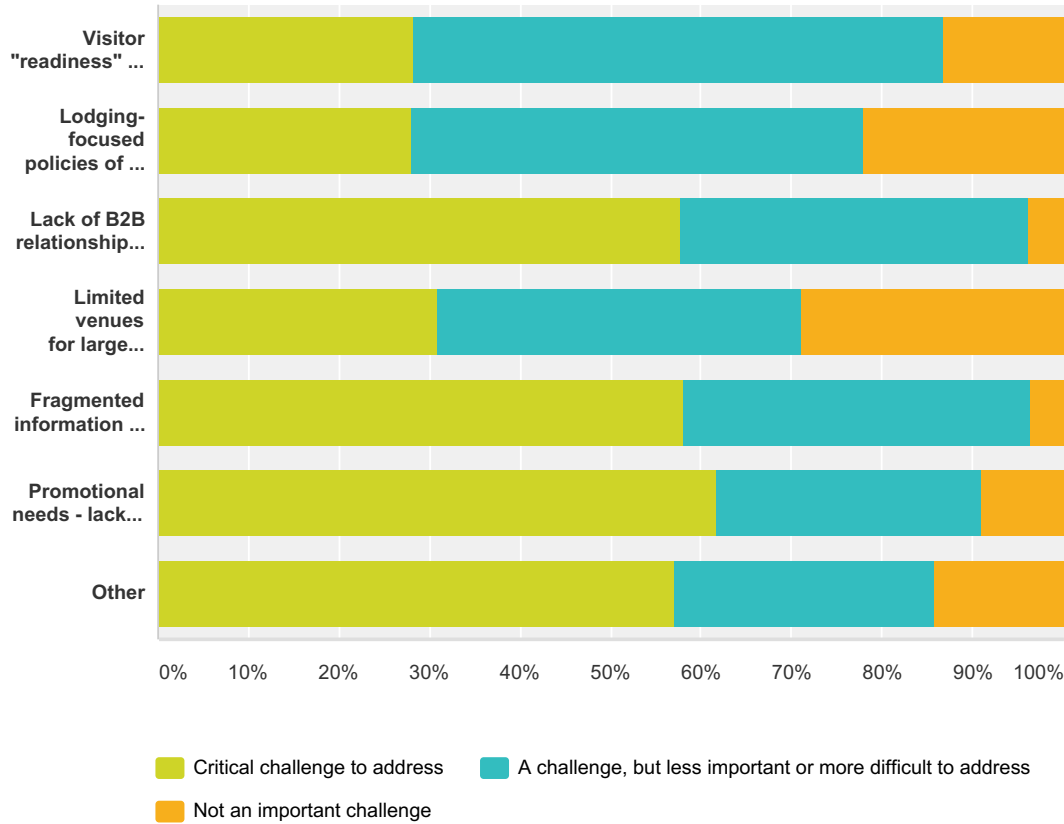
Answer Choices	Responses
No, you've covered it.	62.96% 34
Yes:	37.04% 20
Total	54

#	Yes:	Date
1	Instead of a Food Hub , a virtual hub	11/7/2014 1:12 PM
2	train accomodation partners as agri-tourism specialists	11/5/2014 9:22 PM
3	Supporting social justice and sustainability (as in supporting benefits for Healthy Food For All, for example)	11/1/2014 5:53 PM
4	there are already a bunch of cool culinary/ag related promotional efforts, ranging from food truck events to cider week to farmers markets to CSA's. Instead of reinventing the wheel, support this talent and diversity financially through a grant program.	11/1/2014 11:42 AM
5	Put a human face on this dry PR stuff. Who are the producers and growers doing neat, challenging stuff? Why are they doing it? You gotta get a little quirky to get people's attention.	10/31/2014 10:04 PM
6	Focus on developing production of value-added products.	10/31/2014 4:10 PM
7	Encourage incorporation of farmers market area into local festivals, establish directory for the different sectors (food, farm, and beverage) or support the development of a directory	10/29/2014 1:57 PM
8	Funding for training, marketing & promotion.	10/29/2014 8:19 AM
9	help alert businesses of funding opportunities that exist to advance agri-tourism	10/29/2014 7:37 AM
10	Broad regional strategies, positioning, thinking across segments to market the broad whole of the food business here.	10/28/2014 3:33 PM
11	Again, if we don't stop fossil fuel expansion and infrastructure buildout, all of this wonderful work is moot.	10/28/2014 2:45 PM
12	ensure our current products understand what it means to be "tourism ready"	10/27/2014 2:01 PM
13	Different strategies for different target markets (retirees, hipsters, etc.)	10/27/2014 1:39 PM

14	In conjunction with existing events (e.g. Ithaca Festival, /apple festival, chili cook off), create some dedicated agri-culinary destination events	10/27/2014 11:15 AM
15	provide grants for the growth of businesses involved in tourism.	10/25/2014 12:46 PM
16	Cross-promotion with other Agriculinary Tourist destinations	10/25/2014 11:31 AM
17	Be sure the Farmers' Market is involved.	10/24/2014 2:01 PM
18	Social Media connections with partners promoting one another	10/24/2014 9:53 AM
19	encourage more local processing facilities such as slaughter houses for local loivestock	10/23/2014 8:10 PM
20	Cross promotion of different sectors of agri-tourism and weaving the connectivity between each faucet together in to one cohesive message.	10/23/2014 2:30 PM

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

Answered: 57 Skipped: 2



	Critical challenge to address	A challenge, but less important or more difficult to address	Not an important challenge	Total
Visitor "readiness" at farms, restaurants, and/or food producers.	28.30% 15	58.49% 31	13.21% 7	53
Lodging-focused policies of the Tompkins County Tourism Program limiting investment in culinary tourism.	28.00% 14	50.00% 25	22.00% 11	50
Lack of B2B relationships, partnerships, and communication within the industry.	57.69% 30	38.46% 20	3.85% 2	52
Limited venues for large groups.	30.77% 16	40.38% 21	28.85% 15	52
Fragmented information and for visitors.	58.18% 32	38.18% 21	3.64% 2	55
Promotional needs - lack of a unified marketing approach or brand.	61.82% 34	29.09% 16	9.09% 5	55
Other	57.14% 4	28.57% 2	14.29% 1	7

#	Please specify	Date
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1	more financial support for current grassroots marketing efforts	11/1/2014 11:42 AM
2	Weather killing my plants. Limits on personal energy. Limited transport capacity.	10/31/2014 10:04 PM
3	I haven't given a lot of thought to this so do not have strong opinions	10/31/2014 6:18 PM
4	the second question above is vague, what does it mean?	10/29/2014 8:19 AM
5	I didn't comment on two of these as I don't know.	10/28/2014 4:49 PM
6	I think touring farms unless in a format like the Art Trail is off brand. Restaurants, farmers markets, wineries etc. is where this should be expressed unless through "special" events.....the Farmers need to work.....	10/28/2014 3:33 PM
7	Fracking and gas storage (Seneca Lake to start with, other lakes threatened because they, too, have salt caverns around their perimeters, which are destined to hold frack-gas and other fossil fuel products and which are highly susceptible to explosions, fires, and leakages. The entire fracking industry will end the sustainable agriculture idyll we all envision. We must make this the top priority, or all our other good work will be for naught.	10/28/2014 2:45 PM
8	Better transportation options for NYC folks, also consciously maintaining the balance between locals & tourists	10/27/2014 1:39 PM
9	Need content -we have strong branding that can be modified to encompass	10/27/2014 11:15 AM
10	Cross promoting with hotels and other attractions	10/24/2014 10:34 AM
11	not aware of "lodging-based" focus of TC Tourism Program	10/23/2014 8:10 PM
12	Funds available for agri-tourism businesses to get involved in programs and advertise on behalf of their business	10/23/2014 2:30 PM

Q5 On November 10th, 2014 the STPB Agriculinary Tourism Task Force will host a launch event for The Tompkins County Agri-Culinary Tourism 2020 Implementation Plan at The Space at Greenstar from 6:00 to 8:30pm. At the workshop, we will share the group's work and solicit input on actions that could be taken to advance agriculinary tourism strategies. Please feel free to list up to three specific, time-bound, and achievable actions that you think would best help advance these strategies and achieve our goal of developing Ithaca and Tompkins County as a hub of agri-culinary tourism.

Answered: 36 Skipped: 23

Answer Choices	Responses
Possible Action #1	100.00% 36
Possible Action #2	77.78% 28
Possible Action #3	52.78% 19

#	Possible Action #1	Date
1	Recognize & Support existing businesses with programming & \$\$-making opportunities	11/7/2014 1:12 PM
2	Develop a community venue for large events with a state-of-the-art kitchen and dining area, possibly a combination of indoor and outdoor space. It would not have to be upscale, like hotel banquet settings, but more like a farm-to-table, rustic setting. Members and groups in the community could rent the space and sponsor live food events. It would ideally be a place for collaboration of interests, including food and other community concerns.	11/4/2014 9:25 AM
3	Develop unified system of distribution of locally produced food to restaurants	11/2/2014 12:13 PM
4	Create a grant program for producer driven agri-culinary events and promotional campaigns.	11/1/2014 11:42 AM
5	Visitor Experience at local farms - i.e. tours, etc	10/31/2014 11:49 PM
6	Live radio feeds from farmers markets, interviewing vendors and customers.	10/31/2014 10:04 PM
7	take an inventory of businesses that could be interesting to tourists	10/31/2014 6:18 PM
8	Describe 3 value-added products to be developed from local ag	10/31/2014 4:10 PM
9	Provide incentives (tax and promotional) for new agriculinary tourism ventures, especially in less developed areas of the county	10/30/2014 10:24 AM
10	A comprehensive marketing plan is key - if this has been developed I would love to see it discussed and key community stakeholders identified for collaboration efforts and mutual support.	10/29/2014 1:57 PM
11	create a world class educational opportunity for agri-foodies and/or food creators	10/29/2014 10:28 AM
12	Rural driving routes to farms could include bike routes	10/29/2014 8:19 AM
13	I haven't thought deeply about this so need to learn more before offering specifics	10/28/2014 4:49 PM

14	Empanel a broad board of people to establish broad strategic plan	10/28/2014 3:33 PM
15	Agree on a statement of staunch opposition to fracking, pipelines, compressor stations, fossil-fuel storage, and related industrial activities in our region. (I will help draft this statement.)	10/28/2014 2:45 PM
16	Develop a regional (not just Tompkins County) marketing plan	10/28/2014 2:42 PM
17	create a cohesive branding strategy	10/28/2014 2:24 PM
18	Seeking out Online and Print coverage on Agritourism for our area	10/27/2014 9:56 PM
19	Connect / bridge gaps/ form relationships between older & younger generations of Agri-folks	10/27/2014 1:39 PM
20	develop templates of agri-culinary partnerships (if you are farm/restr./lodging, here is how you can incorporate)	10/27/2014 11:15 AM
21	The idea of a marketing sub-committee	10/26/2014 2:26 PM
22	introducing attendees to marketing and communication initiatives, their purpose, and facilitating a brief discussion about overlapping audiences and communication goals (ex: what is the farm to fork brand? FLX Culinary Bounty? Great Local Foods Network? Farms of Distinction?)	10/26/2014 1:59 PM
23	culinary database with online access	10/25/2014 9:59 PM
24	county wide harvest festival	10/25/2014 12:46 PM
25	how do you pull it all together and create a compelling message- Hudson Valley creates an immediate image- Tompkins County does not- too many disparate pieces	10/25/2014 12:16 PM
26	Marketing Plan with metrics for review	10/25/2014 11:31 AM
27	A unified map and calendar of all agriculinary related destinations and events	10/25/2014 11:10 AM
28	Involve Cornell, Ithaca College and TC3 in the process.	10/24/2014 2:01 PM
29	Improve and promote farm based tours/visitation	10/24/2014 10:34 AM
30	Convene a joint marketing committee	10/24/2014 10:29 AM
31	Unified Marketing Materials by April of 2015	10/24/2014 9:53 AM
32	-	10/23/2014 8:10 PM
33	More support for "Dinner-on-the-farm"-type events (i.e. Chefs preparing meals on location at a farm, using products from that farm and other locals.) focusing on making the price range a bit more varied, and thusly more accessible for markets of any income-bracket.	10/23/2014 7:29 PM
34	Agritourism Marketing Materials - Maps & Brochures	10/23/2014 3:26 PM
35	Outreach to other area organizations and their commitment to get on board with promotion and work collaboratively	10/23/2014 2:30 PM
36	Unified marketing campaign to promote the region as a Napa of the East with all resources and Ithaca has the hub for branching out	10/23/2014 1:16 PM
#	Possible Action #2	Date
1	Continue +?or expand technical assistance to aspiring food entrepreneurs	11/7/2014 1:12 PM
2	Develop a coordinated marketing campaign to target audience visitors	11/2/2014 12:13 PM
3	Culinary experiences for groups - i.e. - cooking demos/challenges	10/31/2014 11:49 PM
4	supporting a Renaissance Day midsummer at the Tburg market, when vendors and customers come dance to period music in cosume.	10/31/2014 10:04 PM
5	Review successful tourism examples ie Canandaigua	10/31/2014 6:18 PM
6	Develop coherent presentation about why local food is good food	10/31/2014 4:10 PM
7	Discussion of event spaces for large indoor tourism events	10/29/2014 1:57 PM
8	Create a "Michelin Guide" type guide for the region specific to the local farm to table set- including a "Bib Gourmand" type section for economical but excellent food	10/29/2014 10:28 AM

9	Foodie tours/packages that have a number of ag/food locations	10/29/2014 8:19 AM
10	Before promoting tourism, best understand what it is we are, where we are going, and how this group can help	10/28/2014 3:33 PM
11	Create a booklet a la the cheese trail, art trail, and wine trail of eateries and retail places to enjoy local foods.	10/28/2014 2:45 PM
12	Provide a regional communications hub for producers, hotels, restaurants, press, etc.	10/28/2014 2:42 PM
13	Setting up culinary festivals that feature local chefs, farms, products, and special events	10/27/2014 9:56 PM
14	Form committees	10/27/2014 1:39 PM
15	provide list of resources available-funding, media, logistical support for partnerships and how to request	10/27/2014 11:15 AM
16	Hosting of industry networking events	10/26/2014 2:26 PM
17	coordinated programming	10/25/2014 9:59 PM
18	Demographic analysis for targeted groups	10/25/2014 11:31 AM
19	Strengthen the "Finger Lakes" brand by increasing media coverage of some of the unique qualities of our area.	10/25/2014 11:10 AM
20	Involve Agway	10/24/2014 2:01 PM
21	create a platform for cross promotional opportunities for farms	10/24/2014 10:34 AM
22	Create social media resources	10/24/2014 10:29 AM
23	A festival (at the Trumansburg Fair Grounds) in August of 2015	10/24/2014 9:53 AM
24	-	10/23/2014 8:10 PM
25	Stronger advertising/marketing for the aforementioned events.	10/23/2014 7:29 PM
26	Bundled Agritourism Itineraries for large groups (ex. progressive dinners)	10/23/2014 3:26 PM
27	Project timeline for short term and long term of action items for businesses and Ithaca Tompkins County to complete by a dedicated timeframe	10/23/2014 2:30 PM
28	Annual networking meeting with performance measurement of marketing efforts and brainstorm for improvements in the next year	10/23/2014 1:16 PM
#	Possible Action #3	Date
1	Share success stories , communicate an overall Ag-Culinary strategic plan & integrate & Share with existing successful businesses and business sectors (Education, Tourism, Green, etc)	11/7/2014 1:12 PM
2	Culinary Education seminars for visitors	10/31/2014 11:49 PM
3	Inventory our target audience.	10/31/2014 6:18 PM
4	Produce a flow chart that explains the movement of capital through our local economy	10/31/2014 4:10 PM
5	Create a network of B&Bs/ that specifically cater to foodies/agritourists.	10/29/2014 10:28 AM
6	strengthen capacity -- farms & culinary destinatins to host visitors	10/29/2014 8:19 AM
7	create a database of all the farms/farmers/producers etc. and build a website that begins to describe this	10/28/2014 3:33 PM
8	Identify local nonperishable foods that can be mixed-and-matched for an Ithaca-themed gift basket in time for holiday giving.	10/28/2014 2:45 PM
9	Cooking classes using local/regional food and wine	10/27/2014 9:56 PM
10	How to get more invovled individually and as a business	10/26/2014 2:26 PM
11	marketing strategy	10/25/2014 9:59 PM
12	Analysis of regional or city-specific advertising focus	10/25/2014 11:31 AM
13	Stronger "Finger Lakes" presence on the Visit NY TV ads (CIA and Hudson Valley have a disproportionate presence in these ads)	10/25/2014 11:10 AM
14	Bring CIA to the table.	10/24/2014 2:01 PM

15	Convene a joint regulatory relief task force to identify major regulatory roadblocks to agri-Tourism development for small farm producers T	10/24/2014 10:29 AM
16	A holiday greeting that is sent out to all persons who participated in the agri tourism Dec 2015	10/24/2014 9:53 AM
17	-	10/23/2014 8:10 PM
18	Stronger coordination for the aforementioned events.	10/23/2014 7:29 PM
19	Marketing Agritourism to families & children	10/23/2014 3:26 PM