A CULINARY & AGRITOURISM STRATEGY FOR INDIANA

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AGENDA

I. Welcome and Introduction
II. Current culinary and agritourism landscape
III. Strategic priorities
   I. Policy and regulatory
   II. Education
   III. Marketing
IV. Discussion
V. Adjourn

A Culinary & Agritourism Strategy for Indiana
WHAT ARE CULINARY AND AGRITOURISM?

**Food based:**
- Authentic local flavor experiences

- Culinary Tourism

**Farm based:**
- Working landscape experiences

- Agritourism

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WHAT MAKES INDIANA A CULINARY & AGRICULTURAL DESTINATION?

- Honey Bee Farms
- Heritage barns
- Heritage breeds
- Corn Mazes
- Hay rides
- Pick patches, gardens and orchards
- Pick and make farms
- Farm stays and retreat centers
- Creameries and Dairies
- Agricultural Theme Park
- Cider Tapping
- Butchery farms
- Farm stands
- Micro Breweries
- Craft distilleries
- Petting zoos
- Bakeries
- Christmas trees
- Farm to Table
- Holiday trees
- Food Trails
- Beehives
- Maple tree tapping
- Preparation and Cooking Classes
- Farmer's Markets
- Corndog stands
- Community Supported Agricultural Farms
- Maple Syrup
- Christmas trees
- Petting zoos
- Meaderies
- Chocolatier
- Indiana grown
- Connecticut apples
- Wisconsin cheese
- Christmas trees
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$704 Million generated by farms in agritourism in 2012 compared to $566 million in 2007

25% increase over a 5-year period

Agricultural Statistical Services, 2012

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• 30% of US travelers choose destinations based on activities related to local food and drink.

• 78% of travelers combine culinary activities with culture, heritage and nature-based activities.

• 83% of travelers enjoy learning about local culture and cuisine.
$52B generated by culinary tourism, making it the fastest growing segment of the tourism industry in the US
“The Heartland Cluster”
WHO’S TRAVELING FOR CULINARY AND AGRITOURISM?

Millennial
Food origin and variety are important; locally-sourced has replaced organic as priority; social justice orientation

Gen X
Experiential travel and more educational options geared toward children; healthy food

Boomer
Seek immersive interactive experiences like participating with a chef in preparing an authentic meal

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TUTTLE ORCHARDS

8,000 tours annually
Grow 35 varieties of apples
10,000 bushels of apples yielded annually
Produce over 45 types of fruits and vegetables
AWARD WINNING CHEESES: JACOBS & BIRCHFORD IN CONNERSVILLE, INDIANA

Produce 3 farmstead artisan cheeses from raw milk from their grass-fed cows

Received 3 Good Food awards for food producers leading the way towards tasty, authentic and responsible food system
The List

Bourbon/Distillery Attractions Ranked by 2016 attendance

Locally Researched by: Allison Stines, Louisville Business First

SUBSCRIBER CONTENT: Feb 24, 2017, 6:00am EST
Staff Louisville Business First

ABOUT THE LIST:
Information was obtained from representatives of listed attractions and Louisville Business First research. Other attractions might have been eligible but did not respond to requests for information. The list is limited to attractions whose main line of business is bohun/development services. For visitors and are within 75 miles of Louisville. This is a new list; therefore, there is no prior rank listed.

See a slideshow of some of the attractions listed on this page online at LouisvilleBusinessFirst.com

JIM BERNARDI URBAN STILLHOUSE
The attraction at 404 S. Fourth St, opened in October 2015. The attraction declined to provide an attendance figure.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name / Prior rank</th>
<th>2016 attendance</th>
<th>2015 attendance</th>
<th>Services or description</th>
<th>Year founded</th>
<th>Primary owners</th>
<th>Top local executive(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Huber’s Starlight Distillery</td>
<td>18004-Huber Rd.</td>
<td>260500</td>
<td>Distilled spirits, that also offers wine and a variety of food and drink</td>
<td>2001</td>
<td>Greg Huber</td>
<td>Ted Huber</td>
</tr>
<tr>
<td>2</td>
<td>Buffalo Trace Distillery</td>
<td>113 Great Buffalo Trace</td>
<td>175687</td>
<td>Complimentary tours, distillery tours, and sale of spirits and wine</td>
<td>1773</td>
<td>Saamac Co. Inc</td>
<td>Man Brown</td>
</tr>
<tr>
<td>3</td>
<td>Maker’s Mark Distillery</td>
<td>3300 Bier Spring Rd.</td>
<td>150000</td>
<td>Tours and gift shop</td>
<td>1953</td>
<td>Beam Suntory Inc</td>
<td>Rob Samuelson</td>
</tr>
<tr>
<td>4</td>
<td>Jim Beam Distillery</td>
<td>526 Happy Hollow Rd.</td>
<td>135721</td>
<td>Tours and gift shop, also offers a seasonal bar and grill</td>
<td>1975</td>
<td>Beam Suntory Inc</td>
<td>NA</td>
</tr>
</tbody>
</table>

HUBER WINERY

900 gold, silver and bronze awards from national championships

“Not only do we produce it locally, but we’re actually the farmer. That is probably one of the signature points of our tourism program.”

-Ted Huber

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JEFFERSON STREET BBQ

Grow produce and raise chickens on the family farm
Locally raised hogs and beef cattle
U-pick strawberry patch
Soap boutique
Vision: to make IN the center for culinary and agritourism best practices and a destination for unmatched food and farm-based experiences.

Mission: to advance culinary and agritourism as an economic driver for IN.
STRATEGIC FRAMEWORK

Policy & Regulatory + Education + Marketing = IMPACT

Champion the value of culinary and agritourism
Support and empower operators
Optimize economic benefit
Industry effectiveness; consumer engagement; consumer spending
PRIORITY #1: POLICY AND REGULATORY

• Address issues pertaining to:
  o Liability insurance
  o Signage
  o Land use/zoning
  o Food service on farms (cafes/restaurants, etc.) and policies/ regulations governing them

• Establish priorities that reinforce strong farmland protection but don’t hinder economic opportunities for farmers and communities.

• Develop policy agenda and plan to address inconsistencies and barriers to building a high quality agritourism sector.

• Success = address policy and regulatory barriers.
PRIORITY #2: EDUCATION

• Foster awareness and support among principal state agencies, universities and stakeholders.

• Underwrite/conduct/commission applied research.

• Provide small business and entrepreneur-focused consulting that benefits start-ups and growing agritourism businesses.

• Engage in visitor readiness training.

• Offer advanced professional industry development & training opportunities.

• Develop resources for entrepreneurs interested in culinary & agritourism.

• Success = utilization of consultation, training and resources by industry.
• Inspire farm and food based visits through leading branding, marketing and communications activities.

• Work with stakeholders to develop epic destination and regionally-themed agritourism experiences that connect to outdoor recreation and heritage tourism.

• Work with stakeholders to develop regional communications strategies.

• Engage in grant making to facilitate destination development and acquisition of marketing assets.

• Underwrite/commission economic impact and advertising effectiveness research.

• **Success** = increased impact from earned, owned, shared and paid media; business driven to individual operators and regions.
MARKETING OPPORTUNITIES

Visitindiana.com generated over 2 million sessions in 2016. IOTD prints and distributes ½ million Indiana Travel Guides annually. Cost for a listing in both is $380

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CONVENE AND FACILITATE

• Organize state government stakeholders around common goals and establish a commitment to collaboration:
  – ISDA, IOTD, OCRA, IEDC (small business and entrepreneurship), ISDH (Health), IDOI (Insurance), DNR, State Fair

• Bring together broader statewide stakeholder organizations (with goal of specific recommendations and joint initiatives around targeted opportunities or barriers)
  – Farm Bureau, key agritourism entrepreneurs, key culinary entrepreneurs, Foodways Alliance, Purdue University, Purdue Cooperative Extension, ITA, Brewers Guild, Wine Council, INRLA, Hoosier Rails to Trails Council