



# HELLO! AANII! BONJOUR! FEAST ON<sup>®</sup>

Celebrating Local Food & Beverage Across Ontario



Join me in acknowledging  
the significant contributions  
of Indigenous communities  
to tourism.





The Culinary Tourism Alliance works with communities around the globe to **grow food tourism** by leveraging the history, heritage, and culture behind the food and drink that makes each destination unique.



# DEFINING AGRITOURISM

Agritourism is a subset of culinary tourism that focuses on the production side of food and drink by showcasing the unique processes, people, and places involved.



# EXAMPLES OF CULINARY TOURISM

- Apple picking at a local farm or orchard
- Making maple taffy while on a winter hike
- Having a local and seasonal goods picnic at a remote location or conservation area
- A guided fishing trip ending with a shore lunch prepared by a local chef using seasonal ingredients from the region's food producers.



## FOODWAYS

Foodways is the relationship between the people of a place, how their culture has evolved, how they've shaped the landscape, their traditions, and livelihoods.

## TASTES OF PLACE

Memorable experiences that bring to life the story behind the food and drink of an area.

i.e. it's foodways!





# **GENERAL TOURISM TRENDS**

## **PURPOSE-DRIVEN TRAVEL**

People are looking for meaningful experiences & connections

## **EXPLORATORY TRAVEL**

Off the beaten path, unique, one-of-a-kind experiences

## **RESPONSIBLE TRAVEL**

Combatting overtourism, economic benefits to the local community, connections to people & land.



**The people have spoken, and  
they are hungry for local food!**

**Consumers want to see more locally  
produced foods in stores, markets, and  
restaurants.**



# What is Feast On<sup>®</sup>?





## FEAST ON® = CERTIFIED LOCAL

As North America's largest and longest-running local food certification program, Feast On® recognizes businesses across the food tourism value chain committed to sourcing Ontario-grown food & drink.

To become certified, businesses are required to provide proof that their procurement practices reflect a minimum standard of Ontario-grown or produced ingredients.



# WHAT IS LOCAL FOOD?

We use Foodland Ontario's definitions of local, meaning that ingredients must be grown, raised, and produced in Ontario.





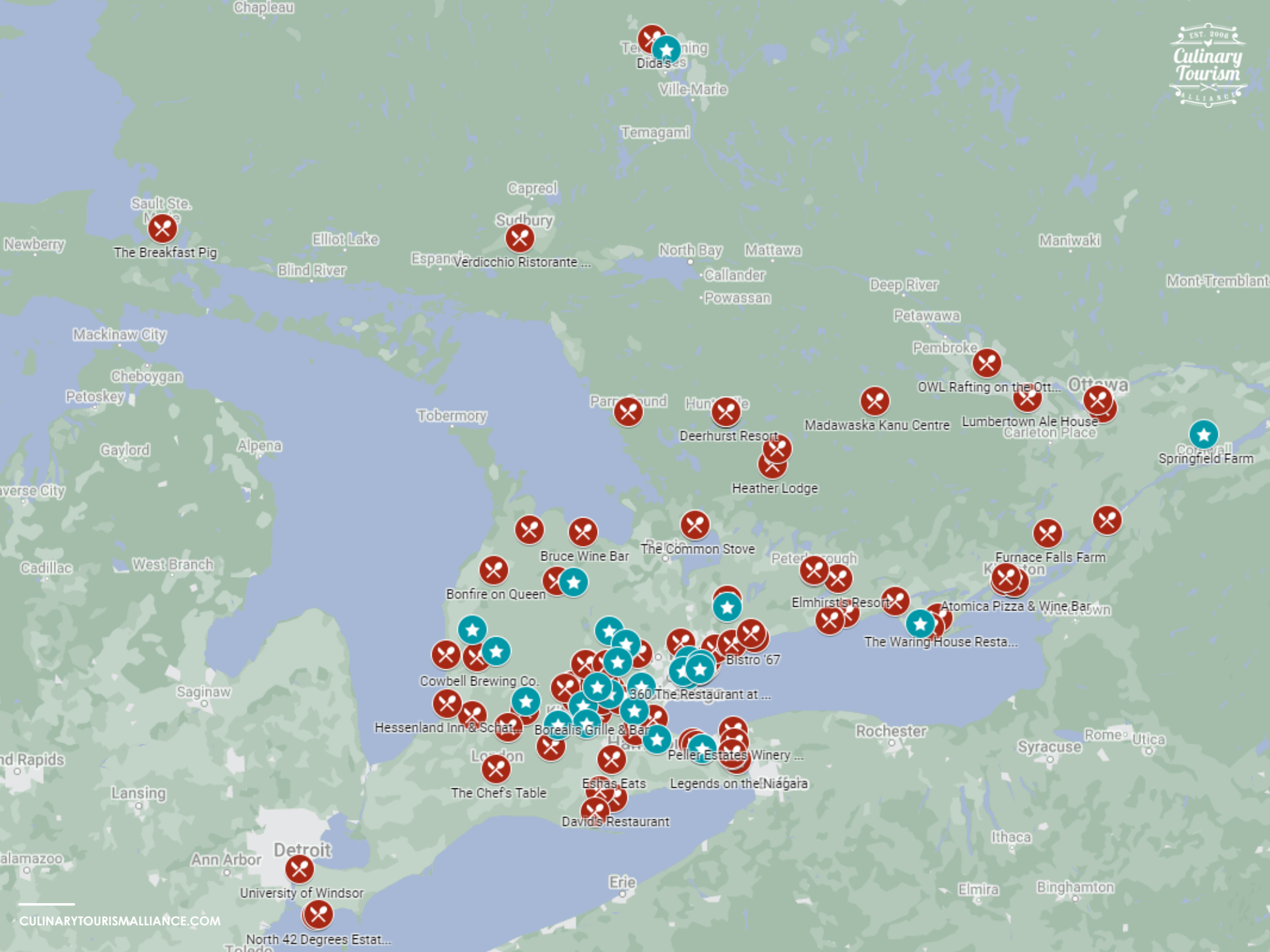
## IT TAKES A VILLAGE TO CREATE A MOVEMENT

Who is the Feast On® network?

1. Restaurants and experiences
2. Growers and producers
3. Distributors
4. Partners









# FEAST ON<sup>®</sup> BENEFITS

- Adds credibility to your sourcing and/or production practices
- Identifies you as a values-based, community-forward, local business
- Grants you access to a rich, supportive network of like-minded businesses, suppliers and chefs to help grow your business
- AND - there are sweet marketing benefits...







# MARKETING BENEFITS OF FEAST ON<sup>®</sup>

All Feast On<sup>®</sup> certified businesses receive the following benefits:

- Invitations & and discounts to industry events and workshops
- Access to education and staff training programs
- opportunity to sit on our board of directors
- the ability to vote at our Annual General Meeting
- 
- Ability to serve on our Board of Directors

Voting privileges at our AGM

Marketing benefits are split into two different audiences:

- Industry audience
- Consumer audience



# MARKETING BENEFITS - CONSUMER AUDIENCE



This is for the following types of businesses:

- Restaurants
- Food trucks
- Craft beverage producers with a restaurant or tasting room
- Agritourism operators

## **Marketing benefits include:**

- Unique profile on [ontarioculinary.com](http://ontarioculinary.com) (hello backlinks!)
- Full-year of ad space on [OntarioCulinary.com](http://OntarioCulinary.com)
- Love on our @OntarioCulinary social media channels (28.5K + Followers)
- Features in our weekly consumer newsletters
- Opportunity to provide sponsored content for all platforms
- Opportunity to participate in the Feast On® Gift Voucher Program with ADDITIONAL marketing benefits!





**ONTARIO CULINARY**  
Your field guide to the best food + drink in Ontario



## HEATHER LODGE



Load More

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Minden, ON  
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BOOK  
NOW



LOCAL SUPPLIERS

Heather Lodge d  
dinner. Heather  
dining experienc

### WHAT WE'RE EATING

## FEAST ON® THE WATER

Did you know that we've certified not one but TWO Feast On® paddling adventure companies? When you book an excursion through **Madawaska Kanu Center** (Barry's Bay) or **OWL Rafting** (Forester Falls) you can count on a meal featuring locally-sourced ingredients. Yum!



Ontario Culinary

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Check out our Feast On® (Certified Local) Friday features! The incredible **Heather Lodge & Lumbertown Ale House #FeastOn** 🍷 Find a Feast On® Certified Restaurant near you: [Ink.bio/s/648ba](https://ink.bio/s/648ba)





# MARKETING BENEFITS - INDUSTRY AUDIENCE



This is for the following types of businesses:

- Growers/farmers
- Culinary artisans like bakeries, chocolatiers, cheese makers etc.
- Craft beverage producers

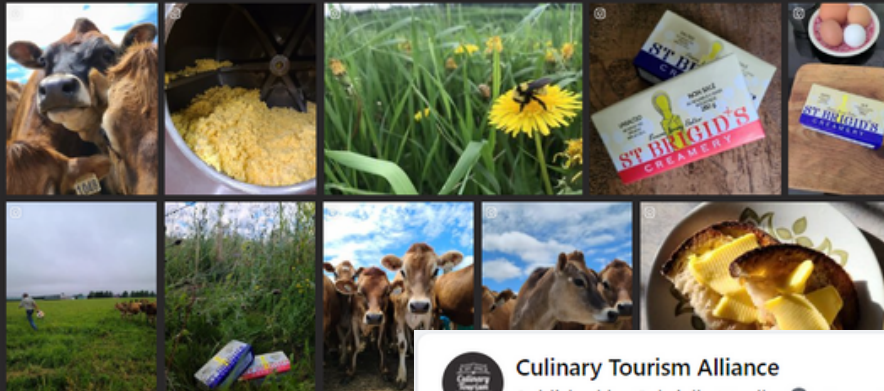
## Marketing benefits include:

- Unique profile on [culinarytourismalliance.com](http://culinarytourismalliance.com) (hello backlinks!)
- Full year of ad space on [OntarioCulinary.com](http://OntarioCulinary.com) (we don't currently have this functionality on our industry site, but you can take advantage of our food-connected consumer audience if you have a grocery aspect to your business!)
- Love on our @CulinaryTourismAlliance social media channels
- Features in our monthly industry newsletters
- Opportunity to provide sponsored content for all platforms
- Personalized intros to members of the Feast On® network to help you grow your business



# St. Brigid's Creamery

Feast On® certified since 2022



Brussels, ON

[stbrigidscreamery.ca](http://stbrigidscreamery.ca)



Situated on the outskirts of Brussels, Huron County, St. Brigid's is a place where the line between agriculture, the environment, and the communities is blurred.

That's why they use regenerative farming methods to create cheese that is easier to digest than A1 (beta casein) commonly found in Canada. They have over 400 grazing Jerseys with the finest grasses, forbs, and shrubs, all rich in beta carotene and rich in omega 3.

At St. Brigid's, every aspect of their process is carefully considered.



**Culinary Tourism Alliance**

Published by Gabrielle Mueller · August 3, 2022 ·

Feast On Purveyor Alert! Let's talk [GoodLeaf Farms](#) !

🌱 GoodLeaf Farms specializes in delicious microgreens grown in their state-of-the-art vertical farm in Guelph!

🌱 Their plants are grown using a hydroponic system and sent out across Ontario to different restaurants and retailers.

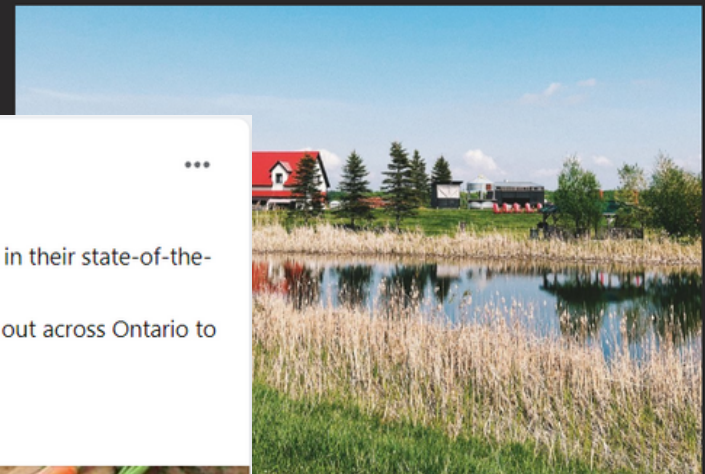
Want to know more? Be sure to check them out:

<https://ontarioculinary.com/fea.../purveyors/goodleaf-farms/>



## Duntroon Cyder House: An Old-School Cydery with Modern Values

[Duntroon Cyder House](#) in Simcoe County combines the old-school cyder methods of crafting traditional English varieties using heritage apples on their working organic farm to produce great-tasting cyder sustainably.



### How to Duntroon Cyder

Duntroon Cyder House is a working organic farm that was purchased by the Schneider family

in 2013 and has since grown everything from corn and garlic to (of course) cyder beverages.

Tim and Tim Schneider decided they wanted to produce the same kind of delicious, locally-sourced cyder at home. And so, they set out to do so and were selling their first



# FEAST ON<sup>®</sup> VOUCHERS

- Feast On<sup>®</sup> vouchers help grow food tourism in Ontario and directly support the Feast On<sup>®</sup> network!
- Consumers can purchase a digital gift voucher from [ontarioculinary.com](http://ontarioculinary.com) & redeem it at any participating Feast On<sup>®</sup> certified restaurant.
- Vouchers are distributed through initiatives including our Feast On<sup>®</sup> the Farm events, the Great Taste of Ontario campaign, and a partnership with Wine Country Ontario.
- Feast On<sup>®</sup> certified businesses are reimbursed by the Culinary Tourism Alliance for all vouchers redeemed at their establishments.
- We don't take a cut, we don't charge a percentage - and we never will.





# FEAST ON<sup>®</sup>

## Signature Experiences

## FEAST ON® SIGNATURE EXPERIENCES AIM TO:

- Deliver a memorable consumer experience that elevate Ontario's tastes of place
- Facilitate immersive learning experiences
- Encourage partnership development to increase capacity and promote innovation
- Bring stakeholders together to foster engagement and relationship building that results in new and enriched food and agritourism experiences and learnings
- Celebrate Ontario businesses that show commitment to promoting sustainability and/or growing food tourism





## CONSUMER DAYS

A true celebration of locally sourced, ethically farmed ingredients, guests enjoy a selection Ontario craft beer, wine, cider, and spirits and indulge in curated dishes by some of Ontario's top chefs.

Guests learn about regenerative and organic agriculture practices through interactive light-touch educational sessions and are encouraged to "stay and play" in the region.





## INDUSTRY DAYS

Anchored by hands-on workshops, spirited presentations, and round table discussions, Industry Day is for folks to learn about incorporating local Ontario ingredients into their menus and implementing sustainable practices in their businesses through the UN Sustainable Development Goals.

Industry Day is open to all industry professionals, not just Feast On® certified stakeholders. Attendees enjoy a day of recharging, knowledge sharing, and of course - great food. A local Chef is recruited to provide lunch on Industry Day, furthering economic impact on the local community.





## OUR SUCCESS

Since 2021, the CTA hosted 15 successful events that brought together:

- Over 1,746 guests
- 48 locally minded chefs, many representing Feast On® certified restaurants
- 87 Ontario-based VQA and craft beverage producers including beer, cider, and VQA wine.
- 37 industry expert-led sessions based on the UN Sustainable Development Goals
- Thousands of thousands of digital impressions



# Hungry for Adventure?

Host a Feast On® Signature  
Experience in your region



# Cheers!

For more information about the  
Culinary Tourism Alliance, please visit

[CulinaryTourismAlliance.com](http://CulinaryTourismAlliance.com)

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#FeastOn

# Let's Connect



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