

PRACTICAL SOLUTIONS FOR DESIGNING CULINARY TOURISM SERVICES PROVIDED BY FARMERS AND LOCAL FOOD PRODUCERS IN BALTIC SEA REGION

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RESILIENT ECONOMIES AND COMMUNITIES

BASCIL

- Our approach
- Setting the stage for food tourism in BSR
- Latest trends affecting culinary tourism in BSR
- Who is a culinary tourist?
- Persona Analysis
- Customer Relations
- What is the Business Model Canvas?
- Traditional and virtual channels
- Food tourism experiences you can provide
- How to launch new food tourism experience
- Cost calculation
- Examples



Our approach

- We want you to be co-authors of the manual.
- The manual should answer your most important challenges
- Describe good examples from your region
- Facilitate your work with companies and farmers giving you models, examples, tools and support to assist the change towards tourism experience economy in yours rural area.
- We adress the Manual to SME's like food producers and farmers and you as the change agent of the process



Setting the stage for food tourism in Baltic Sea Region

- The main aim of our work is to bring long lasting change in diversifying portfolios and adding value to SME's like food producers and farmers working in BSR-region by introducing services – food travel experience
- At the same time to build a professional, tailor made tourism experience that can be a part of BSR destination branding



Setting the stage for food tourism in Baltic Sea Region

- Win-Win transaction for both sides



Setting the stage — SME's like food producers and farmers

- Increase direct sales
- Start selling on-line or to increase it
- Less dependence on the weather
- New, interesting jobs
- Sale of tourist souvenirs
- New audiences
- Stronger brand
- Sense of pride



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Setting the stage – tourist perspective

- To build an all year round offer for tourists
- 53% food travelers according to WFTA (Source: 2020 Food Travel Monitor).
- 81% of trying local foods and cuisines is the part of traveling they look forward to most. (Source 2023 Global Trends Report, American Express Travel).
- Food tourism is no longer just a segment of tourism, it is the core of the tourism experience and a necessity in the marketing of every destination



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Who is a culinary tourist?

- Both residents and „classical” tourists declare that they are open to trying new local flavours
- Mostly food is just one of the reasons to travel - seldom unique.
- A bit more into food traveling are the Millennials and the Gen Z about 45% declare that food may be a unique reason to travel
- Profile of curious explorers that will find true joy in discovering new tastes



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Persona Analysis – existing and new customers

- Example how to run a workshop on Persona analysis
- Questions to ask
- Platforms to find existing customers as it is easier and cheaper to do so



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What is Business Model Canvas and why we use it?

- It is easier to perform any business when you think on paper
- It is a valuable tool for companies to visualize, analyze, and communicate their business model



How to make it even simpler?

The Business Model Canvas

Key partners
What are your key partners to get competitive advantage?

Key activities
What are the key steps to move ahead to your customers?

FEASIBILITY

= KEY PARTNERS + KEY ACTIVITIES + KEY RESOURCES

Value propositions
Why should your customers choose you? What problems do you solve? What value do you give them?

Customer relationships
How often will you interact with your customers?

Customer segments
Who are your customers? Describe your target audience in a couple of words.

DESIRABILITY

= VALUE PROPOSITION + CUSTOMERS + CHANNELS

Cost Structure
How much are you planning to spend on the product development and marketing for a certain period?

Revenue Streams
How much are you planning to earn in a certain period? Compare your costs and revenues.

VIABILITY SECTION = COSTS + REVENUE

Traditional and virtual channels

- Two aspects:
- The essence of the offer
- How to pitch the story depending on target groups

Essence – good quality photos and videos and catchy / short texts

- How to prepare a good text
- How to make a good high quality photo
- How to be visible in the region
- To print currency instead of rubbish
- Cross promote
- Cooperate with travel agents



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Pros and Cons of promotion channels

- Your internet page with a unique domain
- Other entities channels – eg: regional tourism organization pages, regional municipality pages, booking platforms
- Social media - : Facebook, Instagram, Tik Tok
- Print – visit cards
- Print – leaflets
- Print – catalogues
- Print – common folders, maps



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What kind of food tourism experiences can you provide?

#1 Degustations and all kinds of sampling and tastings

enhanced by the storytelling about the quality, history and health properties of the food are the core experience of the food travel service. They use the sense of taste and combine it with a memory of the place what makes the experience unforgettable.





#2 Pop up restaurants and cafes

are the very best way to jump into the restaurant business in the soft way. They are usually open for a limited period of time e.g. one weekend in the unique places such as: fields, orchards, barns and offer unforgettable memories both for visitors and hosts. When deciding to open such a place make sure you have read safety regulations that exist in your country.



#3 Events and festivals

related to seasonality, products and working activities in the field or orchard etc. including harvest of vegetable and fruits (eg. excavation, picking apples in the orchard), taste festivals, open door days, harvest festivals.



#4 Guided tours

including getting to know raw materials, manufacturing traditions and tasting in: processing plants, breweries, vineyards, cheese dairies, butcheries and sausage factories, fish farms, dairy farms, organic farms etc.



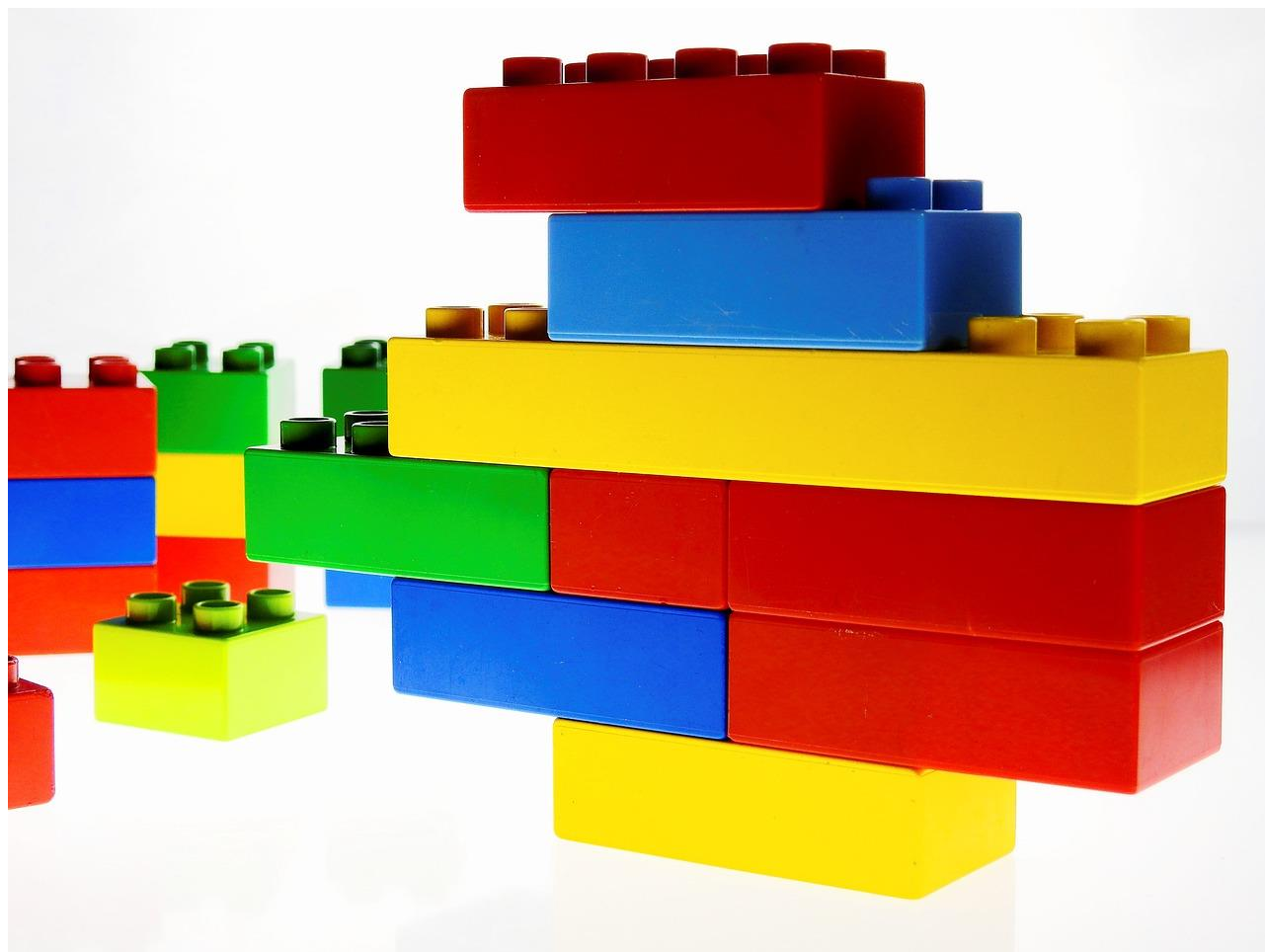
#5 Workshops and cooking classes

focused on food processing and preparation, including: pickling, curing, smoking and preparation of traditional dishes based on local products.



#6 Food exhibitions and museums

dedicated to local and traditional products like bread, moonshine, herring, chess, cham, beer, potato etc. Showing history, food processing and offering degustation of different varieties of local specialties food and drinks.



#7 Combination of experiences above.

They match very well and very often one can find a combination of two or more food experiences served together. The common example is visiting a food or beverage exhibition followed by sampling.



How to launch new food tourism experiences step by step

Key steps to launch culinary tourism offers



1. Choosing a topic

2. Setting the venue

3. Preparing the show and personnel

4. Trying and testing

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EXAMPLES OF FOOD TRAVEL EXPERIENCES FROM BALTIC SEA REGION

Degustations / Restaurants / Guided Tours / Workshops
/ Food Exhibitions / Integrated offers / On-line visits



Degustations



Mead Šušvė, Lithuania / Kėdainiai county/ village Plinkaigalis

<https://susvesmidus.lt/en/home/>

<https://www.facebook.com/susvesmidus>

The host organizes tasting programs "Mead flowed..." and offers customers to learn about the history, consumption, features of production of the oldest Lithuanian alcoholic beverage.

Usually, a mead company is visited during the education, but tastings can also be arranged at the customer's site. It doesn't matter where the education takes place, you always learn about the history and present of mead, taste 10 different types of mead and serve homemade cheese and honey....





Restaurants

Ostruch and Goats Farm "Nomieki" –
"Strauss un kaza"

Latvia / Kurzeme / Snēpele

<http://www.straussunkaza.lv>

<https://www.facebook.com/straussunkaza>

Buy healthy and valuable ostrich and goat meat products and take a trip to an ostrich and goat farm.

A delicious meal will be provided by the chef in the family-run restaurant. The menu includes ostrich and goat burgers.

They also offer tastings and creative workshops.



Restaurants

Restaurant Dzūkynė

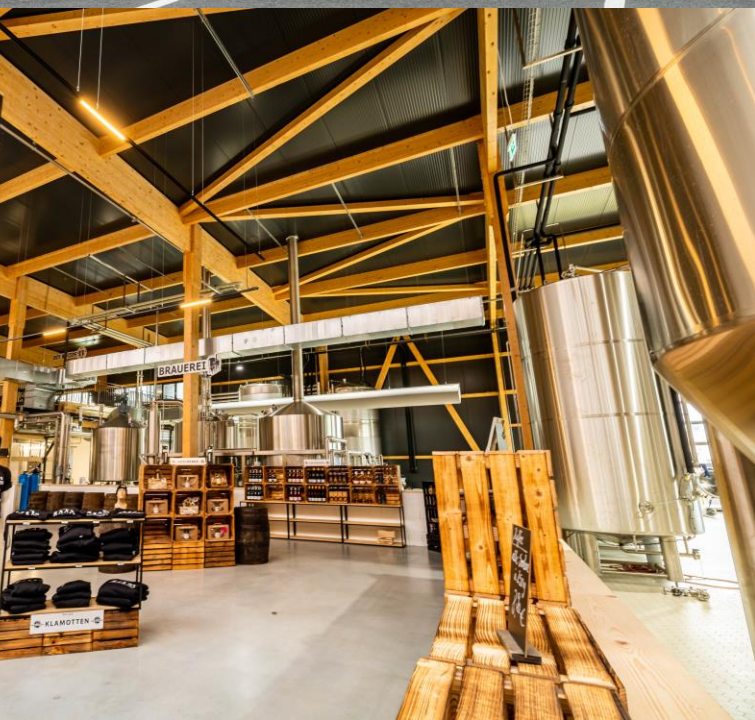
Lithuania, Varėna district, Merkinė

<https://www.facebook.com/dzukyne/>

The small restaurant serves deer and venison farmed on their own farm.

The offer is addressed mainly to tourists.

Since agricultural production is limited, the owners decided to add value to it by opening a restaurant instead of selling raw meat to the wholesaler.



Guided Tours

Erste MÄNNERHO BBY GmbH



Germany, Mecklenburg-West Pomerania,
Mönchhagen

<https://www.maennerhobby.eu/>

Distillery and brewery experience. Several times a week it offers guided tours, followed by tastings of gin, KALAND Kümmel, FOERSTER's Heide Gin and other locally distilled liquors, fruit liqueurs, rums, vodkas and also corn distillate.



Workshops

Malinówka Farm, Poland, Lubuskie region, Dragowina

<http://www.malinowka.pl/>

<https://www.facebook.com/malinowkapl>

They organize workshops with many specialists: in the field of herbalism, permaculture, natural construction, nature conservation, beekeeping, tincture and handicrafts.

It deals primarily with beekeeping, and the apiary is run in such a way as to disturb the bees as little as possible. There is also permaculture, crop cultivation and sheep and "forest" poultry breeding in the pasture system.





Food Exhibitions

Zagroda Śledziowa / Pomorskie / Poland
/ Starkowo

<https://www.zagroda-sledziowa.pl/>
<https://www.facebook.com/profile.php?id=100039449361166&fref=ts>

ZAGRODA



ŚLEDZIOWA

Herring is the tourist driver of the place as it was granted by local fishermen's group you can visit it for free.

Tourists can get familiar with the traditions of herring fishing in Pomerania, historical ceramic to store and serve herring as well as see a documentary films about herring in European cuisine and fishing tradition.

However the hosts are making profits out of tavern and bed & breakfast. It is located in 19th century peasants' house that had been renovated and adopted for the tourists purposes. The tavern serves mostly herrings in variety of tastes so one can make degustation out of it. It also specializes in herring and beer pairing.

After opening a tavern the owners bought a food truck and are serving herring based fast food in Ustka and other sea resorts.



Integrated offer:
Guided tours / workshops / degustations

Augai farm



Lithuania, Druskininkai region

<https://druskininkai.lt/en/what-to-do/augu-ukis/>

https://www.facebook.com/AuguUkis/?locale=lt_LT

The farm offers variety of experiences starting with the most complex called: A day in the farmer's shoes. offering interactive culinary tourism programmes in their farm including sightseeing, workshops and tasting of cheeses. In the farm, the dairy products shop "Sūrinė" was opened where customers can purchase various products from cheese.

To jump into the farmers shoes one can book on line using a booking platform called: [slowtrips.eu](https://www.slowtrips.eu) and try their hand at the farm work. One can not only taste but make the cheese starting with milking the cow. During the day tourist will taste variety of different products made on the farm as well as experience encounters with farm animals: cows, chicken and even learn how to ride a horse. The whole day in the „farmers shoes” is available from 250 Euros.



Integrated offer:
Self picking, restaurant

Eriksgården **ERIKSGÅRDEN**

Sweden, Skåne, Sjöbo

<https://druskininkai.lt/en/what-to-do/augustis/>

www.eriksgarden.nu

Tourist can pick-your-own berries from April to October. Tourists can pick strawberries, raspberries, blackberries and blueberries either to their own packages or owners can supply one.

The berries can be eaten at farm's popular berry buffet, bought in the farm shop or you can pick them yourself. In the courtyard there is a large playground for both young and old.

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Integrated offer
Restaurants plus Cheese factory

Stundo
-Eit bygdekjøkken

Stundo / Hol / Norway

<https://www.hanen.no/bedrift/1219>



Stundo is more than just a restaurant. It is the country kitchen located in the same area as Hol Ysteri (cheese factory) and the local grocery store, here you can buy interesting local products from the surrounding farms, as well as enjoy a freshly brewed coffee with "something to eat". It offers dining experience and at the same time tourist can look at how the cheese is made in cheese factory. It is open year-round and offer a variety of local cheese from world famous cheese village.

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Allikukivi Winery

Virtual tour

Welcome to Allikukivi wine manor! Our berry and fruit wines are made on site in the manor's own wine cellar. Come see what we have to offer!

START

On-line visits

Allikukivi Wine Manor

Estonia, Pärnu county,

<https://www.allikukivi.ee/en/>

<https://www.facebook.com/allikukiviveinimois>

The wine manor offers a seasonal experience lasting from May to September. What is innovative about the offer is that tourists can “taste” the place on-line on virtual tour. It is the greatly developed experience giving tourists a chance to get know the beery orchard, wine cellar, historic park and a Manor House.

It of course is open to on-site visits and offers tasting of locally-crafted fruity wines made of rhubarb, red currant, blackcurrant, chokeberry strawberries as well as



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VEINIMÕIS

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Thank you! BASCIL