



A CULINARY & AGRITOURISM STRATEGY FOR INDIANA

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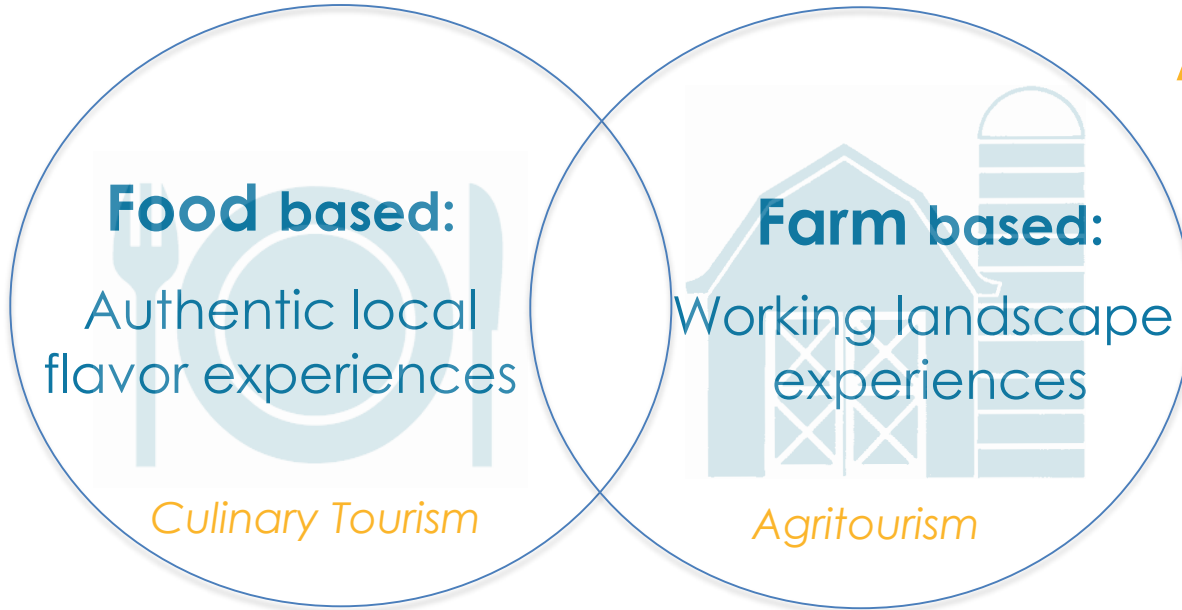
**Indiana State Department
of Agriculture**

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



WHAT ARE CULINARY AND AGRITOURISM?



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WHAT MAKES INDIANA A CULINARY & AGRICULTURAL DESTINATION?

WINERIES Preparation and Cooking Classes **MICRO BREWERIES**
 hay rides Chocolatier **F** Heritage barns HONEY BEE FARMS
 MAPLE TREE TAPPING **a** BUTCHERY farm stands
AGRICULTURAL THEME PARK **a** Pick and make farms
 C C I D E R Y bakery Community Supported Agricultural Farms
DINING S wedding and event barns **r** Farmers Markets Food Trails
 A hiking trail Meaderies CORN MAZES petting zoo
 farm stays and retreat centers **m** craft distilleries
FESTIVALS FISHERIES AND AQUACULTURE **s** u-pick patches, gardens and orchards
 christmas trees FARM TO TABLE **s** Heritage breeds indiana grown
 floral gardens, nurseries & greenhouses Creameries and Dairies





\$704 Million

generated by farms in
agritourism in 2012 compared to
\$566 million in 2007

25% increase
over a 5-year period

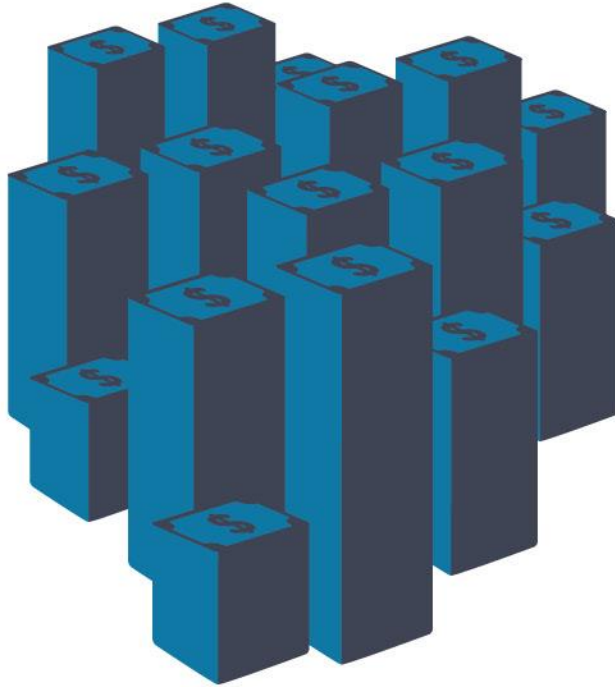
Agricultural Statistical Services, 2012



CULINARY TRAVELERS ON THE MOVE

- 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.



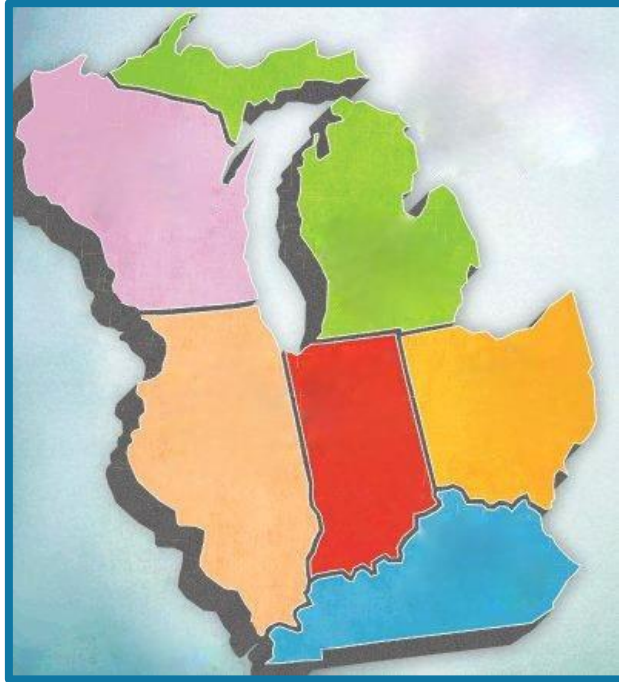


\$52B

**generated by culinary
tourism, making it the
fastest growing segment
of the tourism industry
in the US**



COMPETITION



“The Heartland Cluster”

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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





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 bourbon/distillery services, open 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 BEAM URBAN STILLHOUSE

The attraction at 404 S. Fourth St. opened in October 2015. The attraction declined to provide an attendance figure.

Rank	Name / Prior rank	2016 attendance	2015 attendance	Services or description	Year founded	Primary owners	Top local executive(s)
1	Huber's Starlight Distillery 19816 Huber Rd. Borden, IN 47106 812-923-9463 starlightdistillery.com	205650	NA	Distilled spirits plant that utilizes both fruit and grain, tours, sampling	2001	Greg Huber, Ted Huber	Greg Huber Ted Huber
2	Buffalo Trace Distillery 113 Great Buffalo Trace Frankfort, KY 40601 502-696-5926 buffalotrace-distillery.com	170587	145849	Complimentary tours; oldest continuously operating distillery in America	1773	Sazerac Co. Inc.	Mark Brown
3	Maker's Mark Distillery 3350 Burks Spring Rd. Loretto, KY 40037 270-865-2099 makersmark.com	150000	125000	Tours, gift shop, dip your own bottle	1953	Beam Suntory Inc.	Rob Samuels
4	Jim Beam Distillery 526 Happy Hollow Rd. Clermont, KY 40110 502-215-2295 jimbeam.com	135721	135721	Tours, sampling, bar, seasonal barbecue cafe	1795	Beam Suntory Inc.	NA

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





JEFFERSON STREET BBQ

Grow produce and raise chickens on the family farm

Locally raised hogs and beef cattle

U-pick strawberry patch

Soap boutique



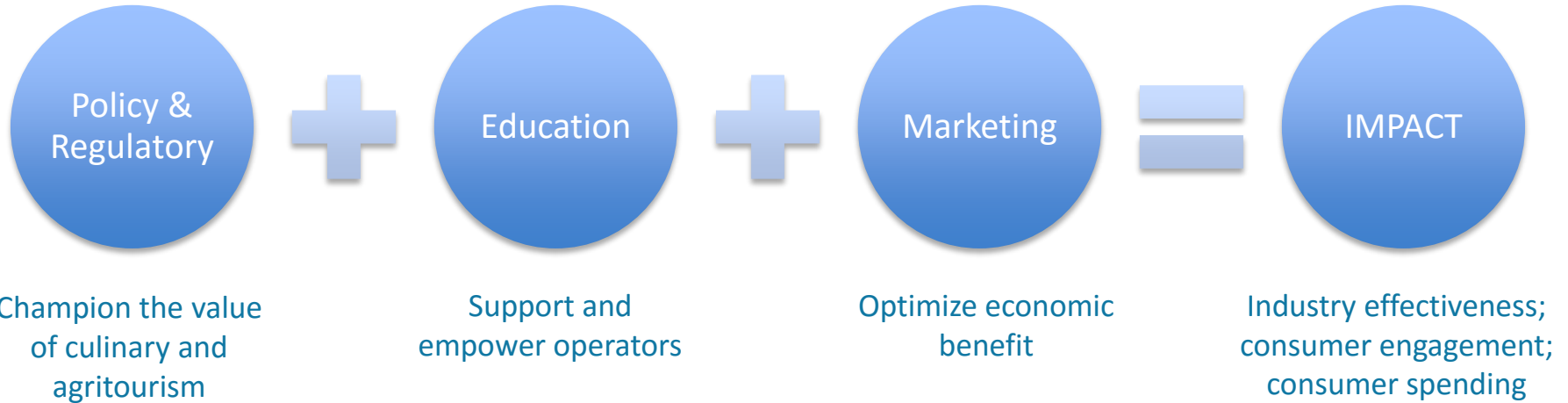
VISION | MISSION

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



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PRIORITY #1: POLICY AND REGULATORY

- Address issues pertaining to:
 - Liability insurance
 - Signage
 - Land use/zoning
 - 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.

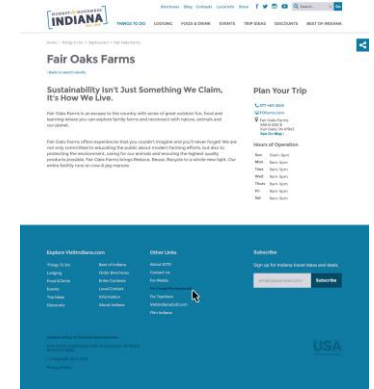
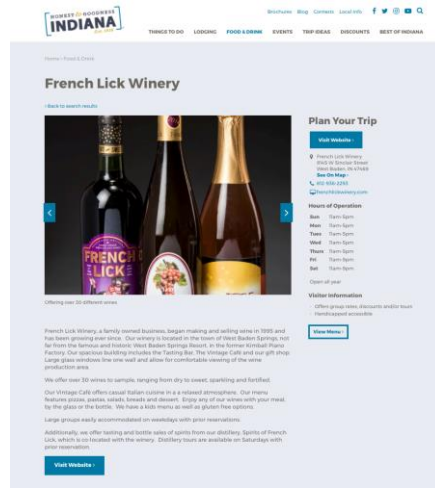


PRIORITY #3: Marketing

- 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

INDIANA TRAVEL GUIDE

FREE LISTING

Visitindiana.com generated over 2 million sessions in 2016. IOTD prints and distributes 1/2 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

