



The Fresh Ideas Group

Back to the Future — Fresh Ideas for Agritourism in Colorado

**Colorado Culinary &
Agritourism Mini-Conference
October 9-10, 2007**

Presented by
Sylvia R. Tawse
The Fresh Ideas Group
October 10, 2007

www.freshideasgroup.com

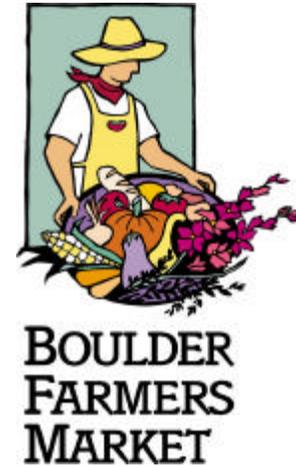
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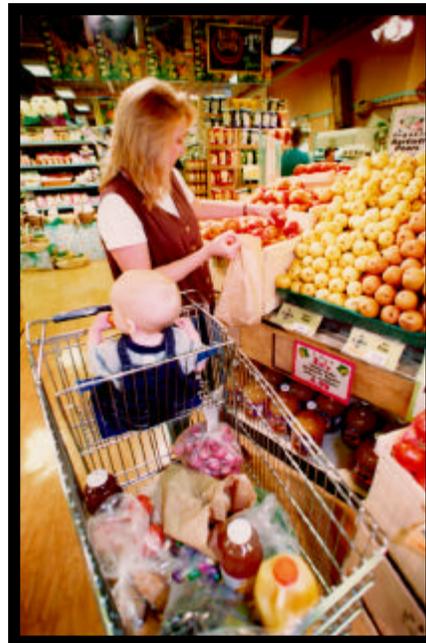
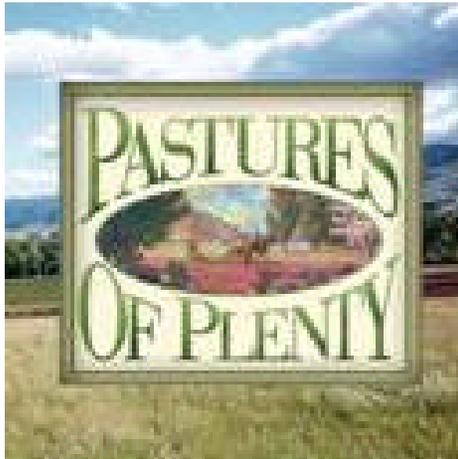
Some stereotypes die hard.....



The Fresh Ideas Group - We Wear Several Tourism Hats.....



Plus...we believe in and work on behalf of the entire food chain:
“Field to Fork”



Agri-tainment or -tourism is the intersect of key trends



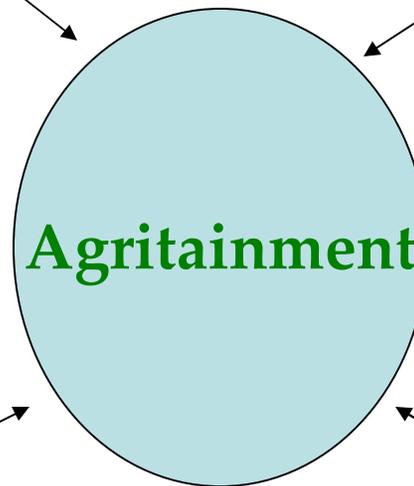
“Foodie” Trend



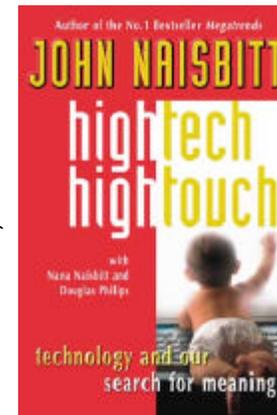
Go Local Movement



Green Living Trend



Agritainment



High Tech- High Touch Trend

Agritainment in Colorado is an old concept....at a time of renewal

Classic examples:

- State & County Fairs
- Dude Ranch vacations
- Farmers Markets
- U Pick 'em Farms
- School Field Trips
- Ingredient specific festivals
(e.g. *Beer, Chilies, Wine, Peaches*)



Sylvia's Top 5 Ways to Nurture Increased Agritourism

- 1. Collaborate**
- 2. Make the links easy**
- 3. Be authentic and real**
- 4. Taste first. *Then* let them believe**
- 5. Preserve, protect, promote**



A few modern case studies.....



**BOULDER
FARMERS
MARKET**

- A Magnet to Downtown & Example of Collaboration:
 - 25 Years old
 - Largest single event in Boulder (bigger than Boulder Race)
 - Nearly \$3 million in annual sales
 - Growing at 19% on Sat. and 21% on Wed.
 - 70 Real Farmers / 45 Food Contractors
 - 360,000 customer visits each season
 - \$100,000 in Boulder tax & \$156,000 in State tax revenue



Modern Case Study #1 – Collaboration in action



**BOULDER
FARMERS
MARKET**

Key Insights:

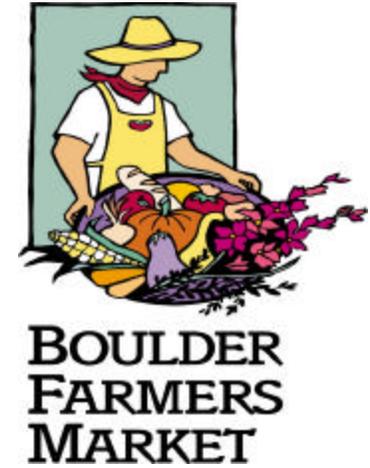
- Real Farmers make the difference (no wholesalers allowed; you face the farmer who grows your food)
- In the heart of urban Boulder (Making it easy)
- Top Reasons Shoppers Visit:
 - Fresh Food
 - Support local farmers/producers
 - Organic & natural
 - Getting in touch with community
- Tasting at event is abundant, from cheese to food court
- Music adds a festival atmosphere
- Farmer run (not a municipal or civic funded organization)
- Adding local beer & wine to mid-week market quadrupled the sales

Key Challenges:

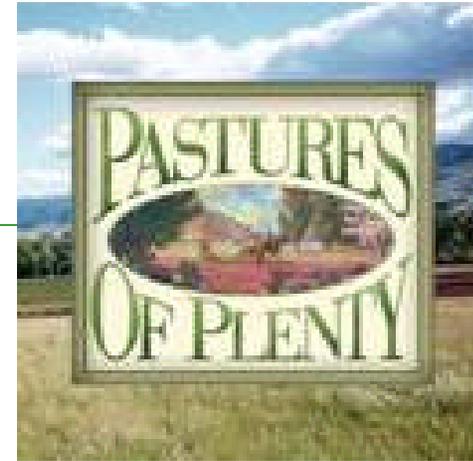
- Market is running out of space to grow
- Permit hassles: Wine & beer permits only allow for 10 weeks



Modern Case Study #1



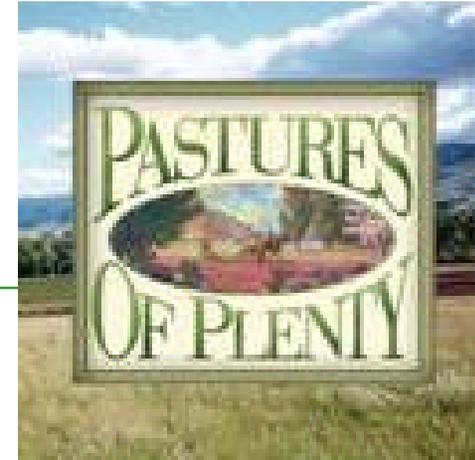
Modern Case study #2



- “Field to Table” Events on farm make the **links easy** for party guests in **authentic** settings:
 - 15 Years old - an 1887 founded farm
 - 35 Certified Organic Acres in Longmont, CO
 - Inspired by sheer farm survival
 - Idea also aligned with ‘low mileage eating’
 - Nearly 22% of total farm annual revenue
 - 1500 to 1800 visitors per season
 - Weddings = # 1 event; Employee Parties = #2 event
 - Quality food and venue are critical
 - Teepees, bonfire pit, wood burning oven & 8 ft. grill, real farm fields, farm dogs = authentic



Case Study #2 — Easy Links (and Hard)

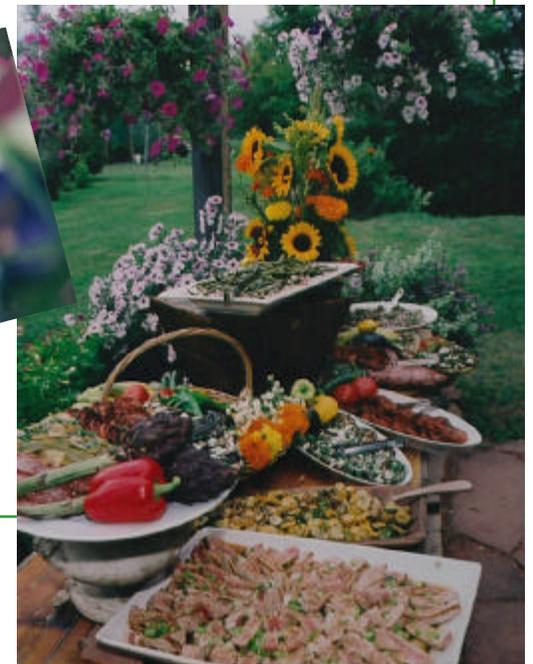


Key Insights:

- Weddings brings out-of-town guests & should be viewed “mini conventions”
- Keeping neighbors happy is key
- Keeping genuinely rural environ is vital
- County zoning rules can make these venues impossible
- Health department rules are unwieldy and often out of touch
- This type of venue is not for everyone (like many mothers of the bride or guests in stiletto heels)
- “On farm or ranch” events should be supported with a state mandate for flexing regulations in order to more easily connect our community with the land and the people that grows their food
- CVBs should optimize their press visits & conferences by often including farm and ranch events on their agenda



Case Study #2 — Making The Links



A PR Case Study # 3.....



- Colorado Wine Board media tours based on 'taste & then believe':
 - Crafted to define CO by 'outside' press (Outside In Approach)
 - More than 18 national media have attended 4 tours since '04 plus 12 key regional journalists
 - Used real voice approach:
"Vineyards With An Altitude" theme
 - Collaborated with dozens of wineries & restaurants
 - Each link offered tasting *before* much talking
 - Learned to listen to the critics
 - Nothing replaces visiting our CO Terroir
 - Resulted in priceless relationship building



A PR Case Study # 3.....



- **Be prepared:**

- ✓ Basics: tasting notes, notepads, dump buckets, press kits, water, chairs, crackers
- ✓ Nuance: Tell your real story: press kit, fast facts sheet, why they should care!

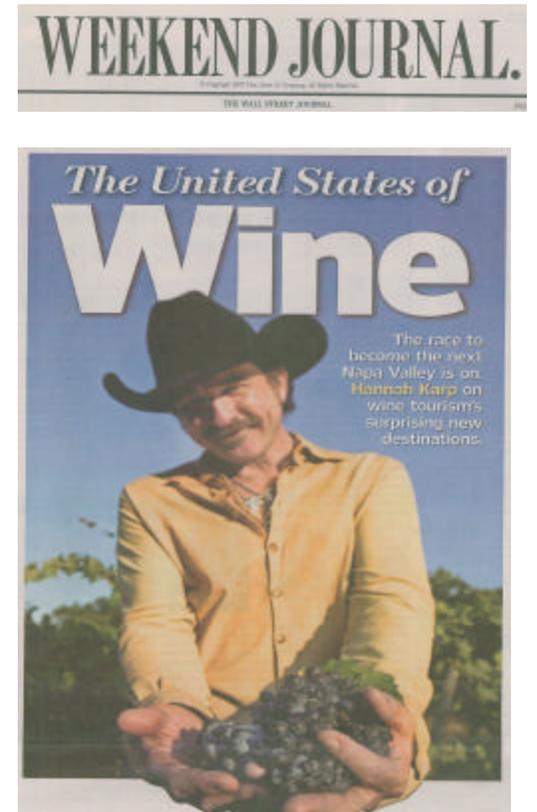
- **Be unpretentious but enthusiastic:**

- ✓ True: Terroir and Surprising Diversity
- ✓ Originality (Not yet hackneyed)
- ✓ Distinct: Bison Slow-braised Short-ribs with San Luis Valley Fingerlings and Boulder Valley Braised Mizuna, Grand Valley Syrah, followed by Hotchkiss Peach Cobbler with local Organic Peach Eau de Vie

Agritourism in the Press – Tasty Moments



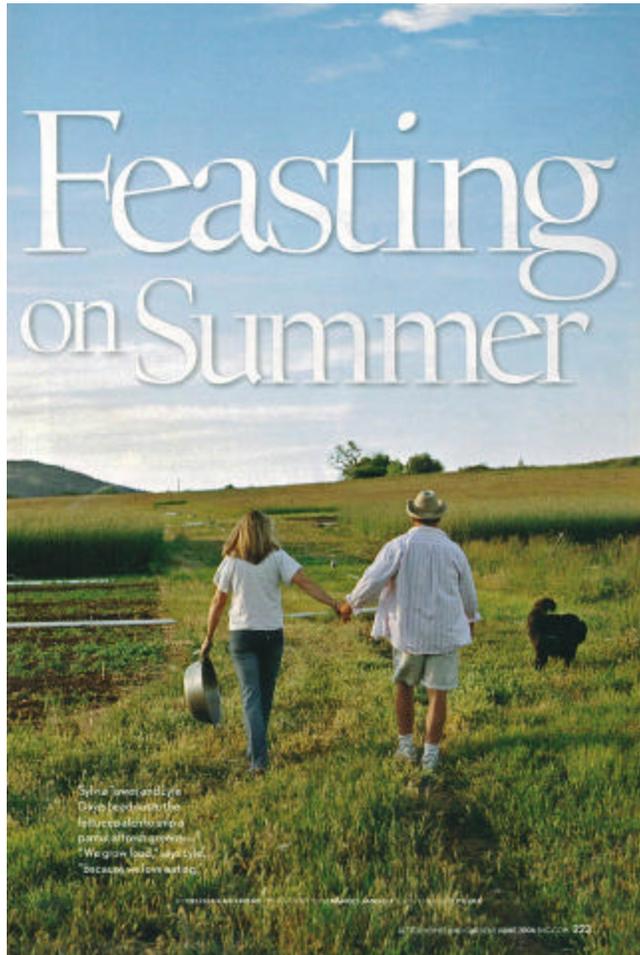
July 14, 2006 and Dec 22, 2006 issues of USA Today



Wall Street Journal May 25, 2007
 “The United States of Wine”



Agritourism in the Press — Tasty Moments



Better Homes & Gardens June 2006
“Feasting on Summer”

The Knot , August 2003, “Real Weddings”

INVENTIVE environments



Features of events offer
a blend of country grace
on an organic working
farm.

by Amy Elliott

Our Fresh Insights of Greatest Relevance



- Renew agritourism with new collaborative links
- Be true to Colorado personality & authentic to your place
- Make it easy for tourists to spend a day in rural and/or culinary Colorado
- Try new twists on old themes
- Promote Colorado's diversity
- Fiercely preserve and protect our agricultural and culinary treasures



“When we try to pick any thing out by itself, we find it hitched to everything else in the universe.”

— John Muir

Thank you for listening and giving us this opportunity.

Sylvia R. Tawse, President

The Fresh Ideas Group