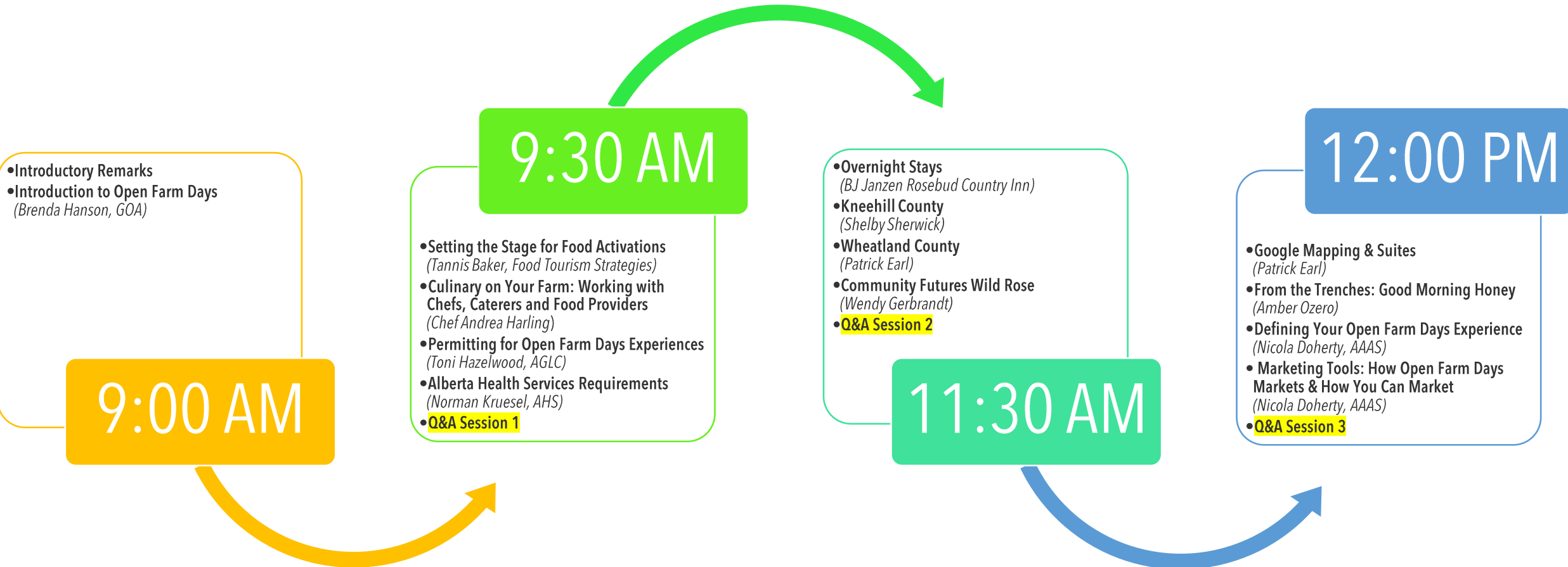


# FEEDING GROWTH

Maximizing Your Potential with Open Farms Days 2020

# AGENDA

ALBERTA  
**OPEN**  
FARM DAYS



# Q&A SESSIONS

- Attendees (YOU) must submit any questions using the Q&A button on Zoom.
  - This can be done at any time during the presentations.
  - If you want to receive a private response to a question, please indicate that in your question.
  - Panelists may answer questions by typing a response or during the Q&A Sessions.
- Q&A Sessions will take place at the end of each block of presentations.
  - Session 1 (11:00am) - Open Farm Days, Culinary, AHS, AGLC
  - Session 2 (11:50am) - Community Presentations, Overnight Stays
  - Session 3 (2:30pm) - Social Media & Marketing
- There will be approximately 10 minutes for each session.
  - We will get through as many of the submitted questions as we can during this time.
  - Questions not answered will be gathered and answered by panelists after the presentations. Attendees will receive copies of these questions (if any) in the following week.

# SETTING THE STAGE



# BUILDING YOUR OPEN FARM DAYS EVENT

ALBERTA  
**OPEN**  
FARM DAYS

## Farm Story

### CREATING YOUR NARRATIVE

- Guests want to know the story of your farm and family, as well as the story of your event.

## Building Guest Experience

### 3 PART PROCESS

- Pre-Event Planning (descriptions, permits, signage, wayfinding, reviewing assets, rentals & planning, marketing - awareness starts here)
- Event (labour, implementation)
- Post Event (follow-up, images, story-telling & selling)

## Partnerships

### COLLABORATION OPPORTUNITIES

- These can be partners that can add to and benefit from your event
- Neighbour farms, local brewers/distillers, other community partners interested in growing ag-tourism in region

## Regulatory

### PERMITS & PROCEDURES

- AGLC
- AHS

## Marketing

### GETTING THE WORD OUT

- Open Farm Days channels are a starting point
- You should plan to market your farm and event separately as well

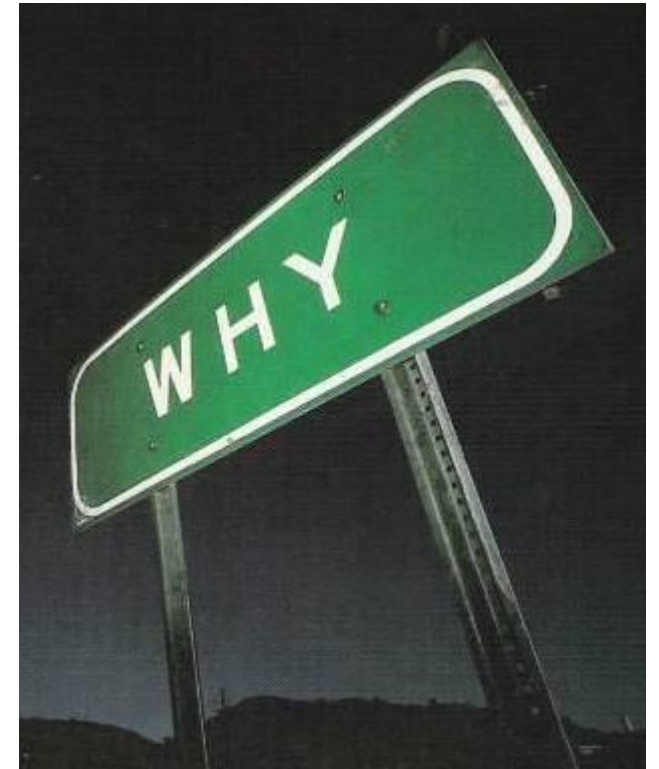
# GOAL SETTING

What is your primary reason for wanting to add a culinary activation? Write it down and make sure what you are building is actually achieving your goals.

Goals may evolve, but it will guide your planning and help to measure the success.

Some considerations while setting your goals:

- Making a profit from the food activation
- Drawing attention to other items you are currently selling
- Expanding the natural extension of your business or products
- Increasing exposure and general awareness or storytelling for your farm?
- Connecting with community
- Creating new partnerships in your community
- Testing new products
- Having fun





# TASTE OF PLACE

ALBERTA  
**OPEN**  
FARM DAYS

When you have a food event as part of your Open Farm Days experience, it should reflect your farm's ***Taste of Place***.

***Taste of Place:*** *The unique food story of your farm and region.* Take some time to explore and share what that is for your farm.

- **Who are you?**
  - What part do you or your neighbours play in this story? Does your cultural background add to your story?
- **What is your farm story?**
  - What do you sell? What do you grow and why?
- **Where are you, and how does this factor in?**
  - Does your region have a supporting story to your own?
- **When – Past, present and future.**
  - What have you done? What is going on now? What is up next?
- **Why – What is driving this event?**
  - Why do you farm? Why should people come?
- **How – What are the different ways that consumers can engage with you?**
  - What can they buy? How and when can they visit? What other events do you do?

YOUR FARM  
HISTORY



YOUR FAMILY  
STORY



YOUR EVENT  
STORY



# FARM ASSETS

ALBERTA  
**OPEN**  
FARM DAYS

Review the items at your disposal for building an event. Consider all your farm assets – from the things you have on hand to items you may be able to borrow from a neighbouring farm, community hall or ag society.



## BASIC NEEDS

- Power
- Water
- Handwashing
- Washrooms
- Garbage
- Recycling
- First Aid Kit
- Emergency Numbers
- Fire Suppressants
- Emergency Plan



## COOKING

- BBQs
- Fire Pit
- Grills
- Ovens
- Smokers
- Food Storage
- Coolers
- Refrigeration
- Freezers
- Utensils for Prep & Cooking
- BBQ Brush & Cleaning Supplies
- Prep Space
- Food Trucks
- Chef or Caterer
- Ice



## HOSTING

- Check-in or Reception
- Picnic Tables
- Tables & Chairs
- Patios, Umbrellas
- Barns, Tents or Shelters
- Indoor or Outdoor Seating
- Open Spaces for Casual Seating
- Viewpoints
- Serving Platters & Utensils
- Plating, Flatware, Glasses
- Farm Wayfinding Signage
- Allergen Identifier
- Servers, Bartenders, Volunteers
- Security



## AMBIANCE

- Tablecloths & Napkins
- Menus
- Lighting
- Music or entertainment
- Sound System & AV
- Speaker, Mic, Podium
- Décor
- Heaters or misters





# TASTE OF PLACE CHECKLIST

ALBERTA  
**OPEN**  
FARM DAYS

Are there other contributing storylines that you can incorporate to complete or add variety to your storyline. Consider these other elements that might be nearby if they are not part of your farm story.

- ☐ Coffee Roaster
- ☐ Brewery
- ☐ Distillery
- ☐ Meadery
- ☐ Fruit Winery
- ☐ Tea
- ☐ Fruit
- ☐ Bakery (breads, pies, pastries)
- ☐ Processors

- ☐ Regional Chefs
- ☐ Regional Caterers
- ☐ Local Food Trucks
- ☐ Vegetables
- ☐ Meats
- ☐ Honey
- ☐ Foraged Products
- ☐ Other

# BUILDING THE EXPERIENCE: VENUE

With your story created and your assets listed, you can now consider the best type of event for your farm, your family and your budget.

## INDOOR



VS

## OUTDOOR





## TABLE SERVICE



VS

## BUFFET



# BUILDING THE EXPERIENCE: TABLE

## PLATED



VS

## FAMILY-STYLE





## CASUAL



VS

## FORMAL



# BUILDING THE EXPERIENCE: SEATING

## UNIQUE



VS

## STANDARD





# BUILDING THE EXPERIENCE: ATTIRE

**FORMAL**



**VS**

**CASUAL**



# BUILDING THE EXPERIENCE: MUSIC

## RECORDED



VS

## SOLO



VS

## BAND





# BUILDING THE EXPERIENCE: DURATION

**SHORT**



**VS**

**LENGTHY**



Is there a takeaway item (honey, jam, produce, trinket etc.) that will inspire memories and awareness after the event?







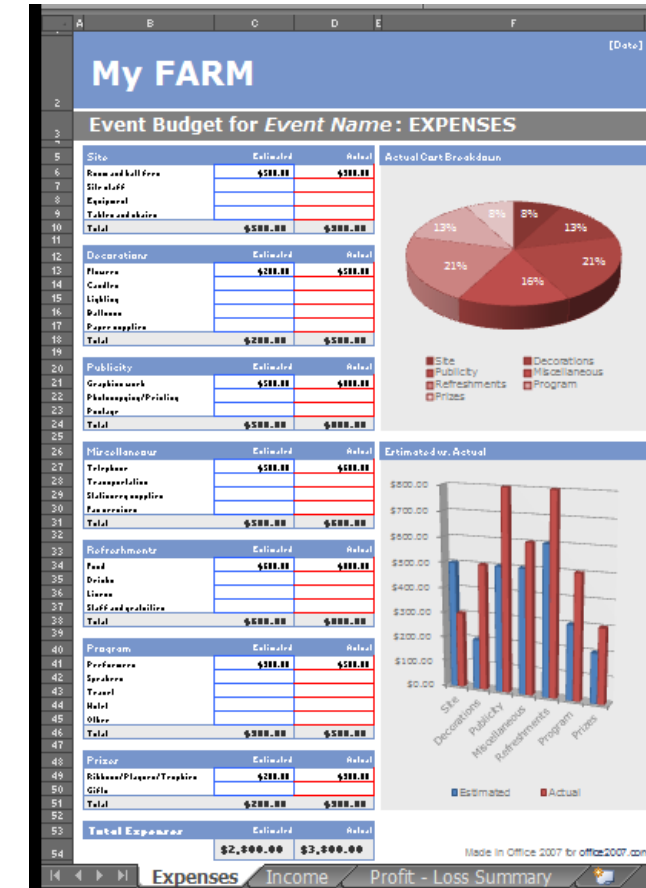
# PRICING: BUILDING YOUR BUDGET

ALBERTA  
OPEN  
FARM DAYS

There are some great programs to help you build an effective budget, or you can create your own spreadsheet.

- Sample Budget Categories
  - Food
  - Beverages
  - Service Staff
  - Chef Honorarium/Fee
  - Rentals (tables, dishes, linens, tenting, equipment etc.)
  - Entertainment
  - Licenses, Certificates and Insurance
  - Infrastructure (sinks, toilets, electrical, lighting, heating etc.)
  - Advertising
  - Printing (menus, signage etc.)
  - Time

Check out Microsoft Excel free templates – **Event Budget** for an easy template



# EXPLORING PARTNERSHIPS

- To create a collaborative event or partnership, the most important part is the *purpose*. Why should they be a part of your event? What's in it for them?
- You must be able to translate that vision to someone else.
  - Make it clear and easy to understand
  - Outline how you will both benefit

Examples of statements to incorporate:

- The goal of my project is.....
- I hope to accomplish.....
- I have invited you to join me because.....
- I think you will benefit by.....
- Your investment to participate is..... (time, money, product)
- Break down the investment (how much time,, money or product)
- Your ROI is .....





# COLLABORATION

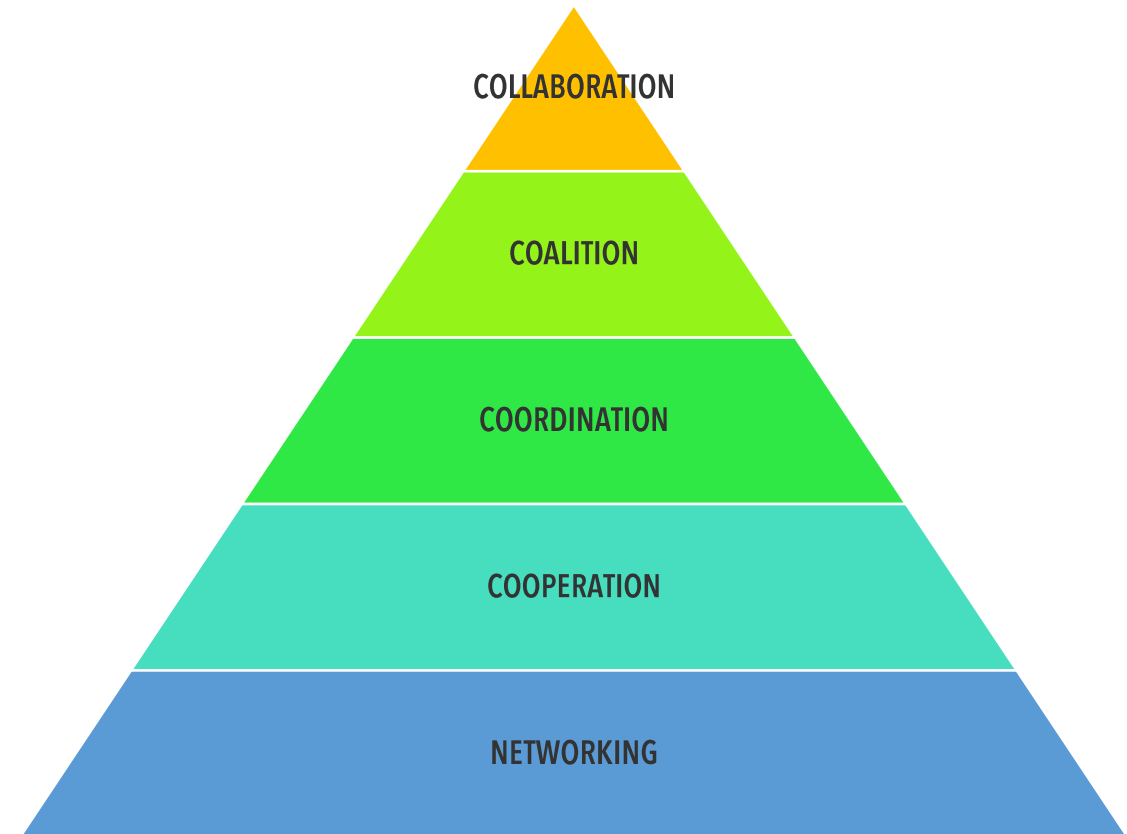
ALBERTA  
OPEN  
FARM DAYS

**Collaboration:** An agreement made by consenting organizations to share resources to accomplish a mutual goal.

Includes participation by at least two parties who agree to share resources such as:

- Finances
- Knowledge
- People
- Equipment

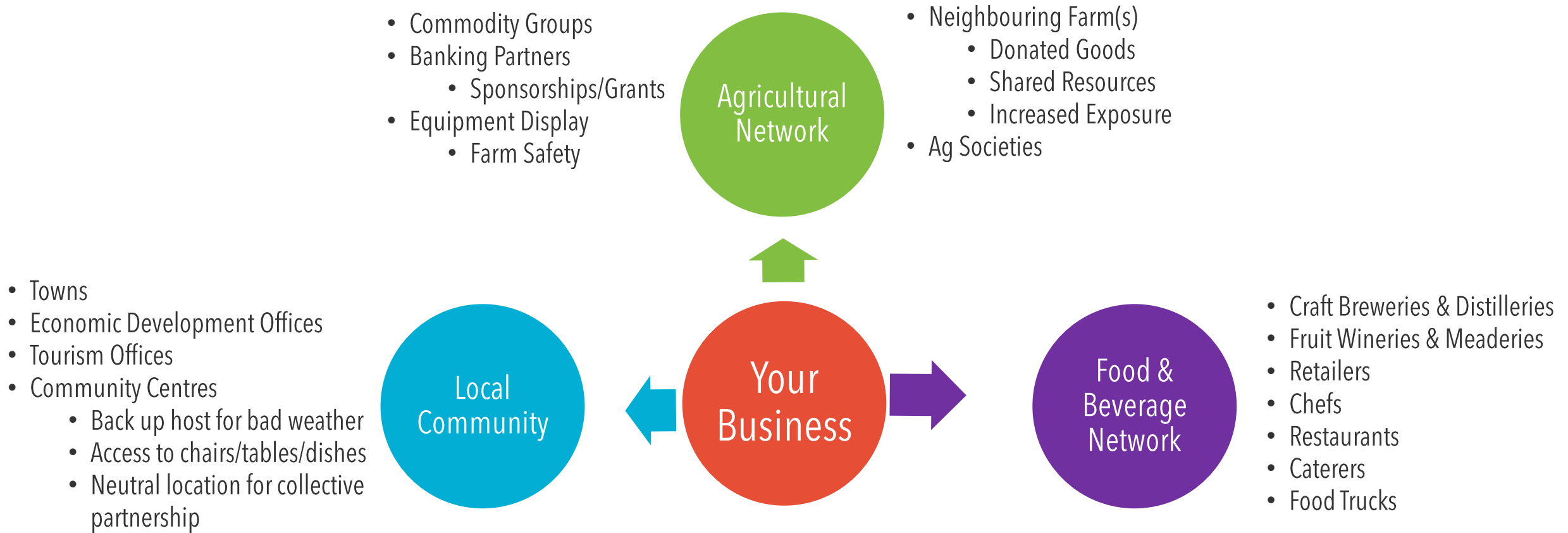
Different levels of collaboration can be effective but must be agreed upon before beginning the partnership.





# CONNECTING & COLLABORATING

ALBERTA  
OPEN  
FARM DAYS



# FOOD TOURISM STRATEGIES

ALBERTA  
**OPEN**  
FARM DAYS



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