



WORKSHEET 1: The Food Tourism Value Chain

Map your local Food Tourism Value Chain to identify where your business fits in and opportunities for collaboration and business development.



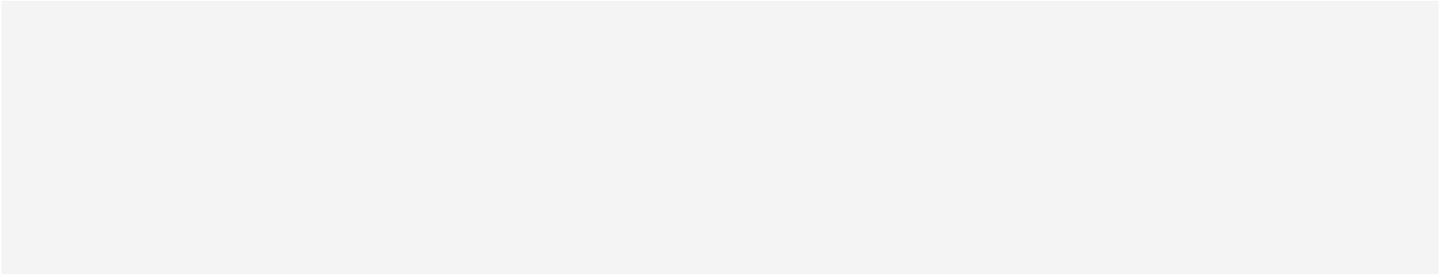
Step 1: Map your local value chain

Start by placing your own business under the appropriate category then put the names of other businesses you know in your community across the other categories. You will likely find that in some categories you can identify several businesses, and for others you can't identify any.

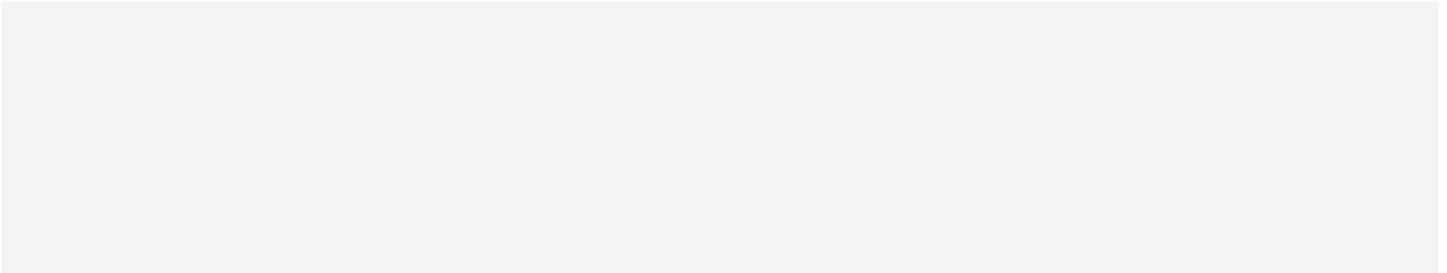
Growers, Producers and Suppliers

Restaurants

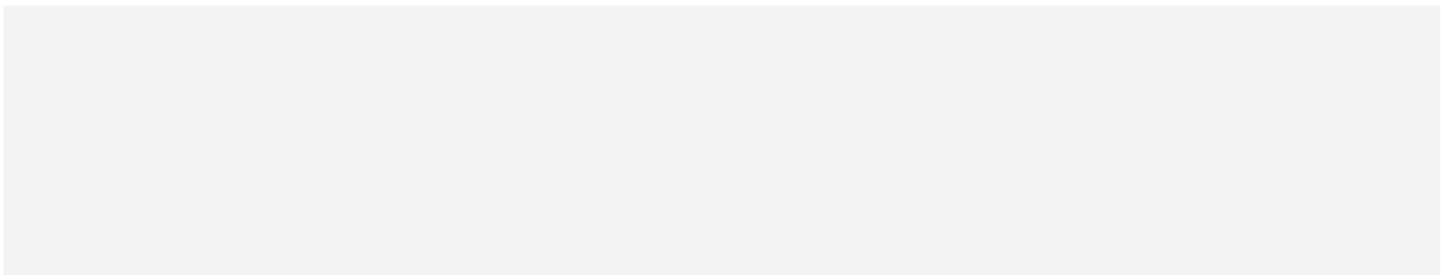
Accommodations



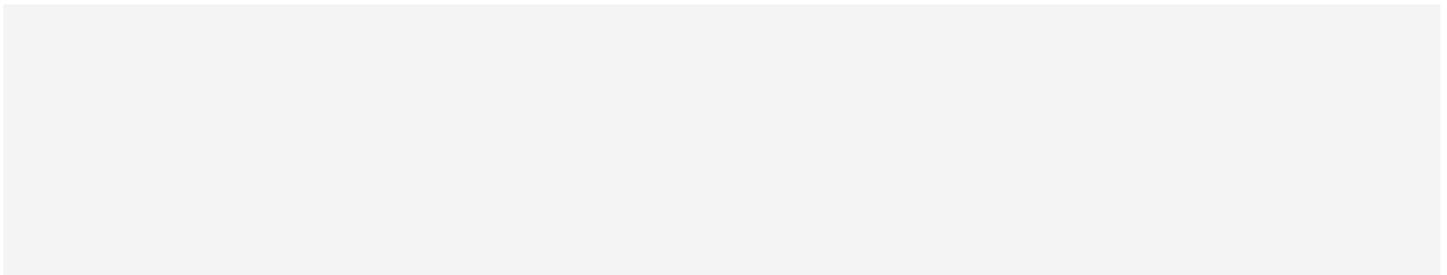
Beverage Producers



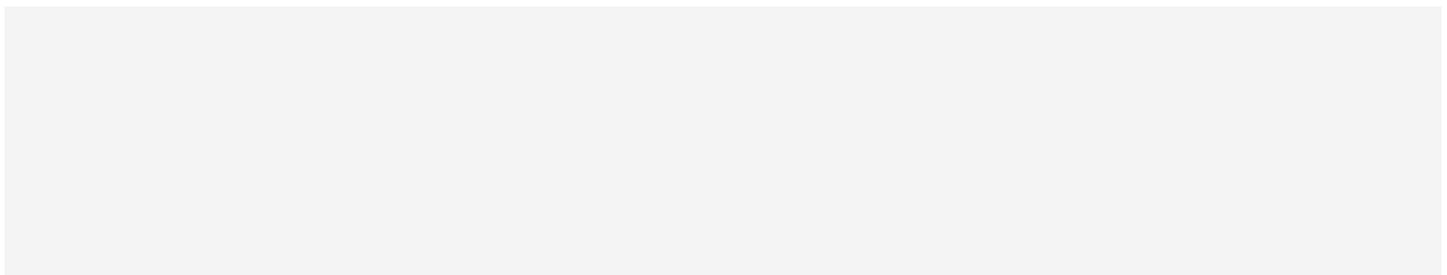
Attractions



Cooking Schools



Markets



Festivals and Events

Retailers

Tour Operators

Technology and Media

Step 2: Identify gaps and opportunities

Once you've mapped out local businesses, identify market gaps and development opportunities by asking yourself:

1. Are there any businesses in the Food Tourism Value Chain that you could work with to create a greater visitor experience? This could include referrals, cross-promotion or selling each other's products.
2. Are there any gaps in your Food Tourism Value Chain that your experience could fill?
3. What are the strengths of the Food Tourism Value Chain in your community that can offer visitors something unique?